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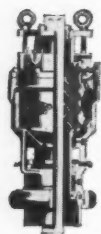
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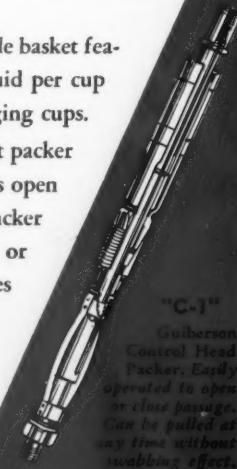
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DALLAS

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CLIFTON BLACKMON.....Editor
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HOUSTON
DALLAS

GOLD in the SKY!

DALLAS is staking its claim in the sky!

Pay dirt from the clouds will be the heavy commerce that will surely come after war's end.



B. B. OWEN

Air-minded for Victory and air-minded for Peace, Dallas should take full advantage of the vast new opportunities for commercial aviation development that will be offered by the facilities and personnel produced by war.

The Southwest Aircraft and Accessories Exposition, sponsored April 28-30 by the Dallas Chamber of Commerce, was much more than an educational demonstration of what aviation is doing to help speed Victory and a forecast of what is in store for the post-war Age of Flight, important as these are.

It was more significantly symbolic of Dallas' aeronautical aggressiveness and foresight that have achieved for the city its position as the "Air Capital of the Southwest" and should add to its prestige as the aviation crossroads of the world in the coming new era in transportation.

Dallas is generously endowed with natural aviation advantages—strategic geographical location, favorable climate, civic progressiveness. Alert to the importance of transportation and keenly aware of the need for the most modern facilities, Dallas

should have a comprehensive airport plan in the making as a part of the Master Plan.

With vision and enthusiasm behind the efforts of the Dallas Chamber of Commerce and the city and county governments, the dream of an airport network adequate to serve the city's post-war aviation needs should soon become a reality. Love Field, where a \$3,000,000 enlargement program is now underway, will continue to be a major airport. Hensley Field, also undergoing an expansion program that will rank it among the first-class airports in the nation, will be a major post-war military airport. A third major airport for private planes should be located immediately. Facilities should also include a network of secondary and minor airports.

Yes, Dallas intends to keep abreast of aviation's rapid progress and be a center of aviation activities of all kinds from flying to manufacturing.

Tomorrow, by air, the world will be Dallas' market!

Dallas should be ready to meet the future with wings!

B. B. Owen

Chairman, Aviation Committee
Dallas Chamber of Commerce.

FREE ENTERPRISE — *The American Way!*

By **B. F. McLain**

President, Dallas Chamber of Commerce

W E OF a generation too old to fight in this war have the double obligation of contributing to the war effort on the home front and maintaining the American way of life for those who fight on the battlefield. If we shirk either assignment, we shall indeed be remiss in our duty to future generations.

Unfortunately the average American does not realize what capitalism has done for him. The man in the street gives little thought to its importance in our way of life, our standards of living and our freedom of opportunity. He has been told that capitalism is oppressive and if he will give enough power to a central government, he will be happier and more prosperous. We have not done a very good job of explaining the advantages of the capitalistic system, nor have we done a very good job in exposing the disadvantages of paternalism. Possibly we have talked too much about economics and have not pointed out that a nation grows strong and succeeds for the same reasons that individuals prosper. Let us simplify matters by drawing an analogy between individuals and that large group of individuals constituting a nation.

Our sons cannot grow physically strong without exercise. Are we justified in encouraging their weakness by recommending a life of ease? If our children do not like school, are we helping them by telling them their school hours are too long and studies too difficult? Do we further their education by advocating scholarships for all when the scholarship is meaningless to those who have not earned it through the application and study necessary to make it of real value? No, we cannot make our children strong or well educated unless they are willing to exert themselves. These conclusions are matters of common knowledge, but unfortunately when we enter the field of economics sound conclusions are far from common. It should seem rather self-evident that standards of living are dependent on production of wealth, and



B. F. McLAIN

production of wealth has flourished best under the free enterprise system which furnishes the most stimulating incentive for the individual to make his maximum contribution to the public welfare. Nevertheless, we are confronted with the fact that some of the most vocal advocates of higher standards of living also advocate governmental and economic policies that discourage the production of wealth.

It frequently happens that a parent will pamper his son and ruin his career. The parent means well and, forgetting the hard realities of life in trying to cater to the child's whims, injures irreparably the child's future. In the same way, unsound leadership can ruin a nation. A father who spends beyond his means to bring his family temporary prosperity and then leaves his children burdened with debt and mortgages has rendered his family a disservice. The spending spree may have been temporarily pleasant, but the family would in the long run have been much better off if it had been encouraged to work and to produce wealth rather than to pile debt upon debt for temporary prosperity. No family and no nation can go on indefinitely mortgaging the future. Our nation has been on a spending spree for many years. Before this war our national debt had reached what was then an all time record high figure. This was the result of a spending philosophy that can find no sound defense in logic or history, a philosophy that stressed more compensation and less effort and advocated liberal rewards with little relation to achievement.

We are now engaged in the greatest of all wars, a war which unfortunately would be one of tremendous cost under any circumstances. The most unfortunate phase of that cost is the sacrifice and suffering experienced by the men who must fight it. There also exists the sad fact that the fighting men who survive must share the burden of the unnecessarily high monetary cost of the war and the period preceding the war. An unsound philosophy of paternalism and governmental pampering unquestionably increased the cost of this war enormously and retarded production that was of utmost importance in our war effort. And the same school of thought which incon-

sistently discouraged production while calling for higher standards of living adheres to policies which retard production while they call for the munitions which our fighting men need.

It matters not that a parent's intentions are good if he ruins his child and, by the same token, we should not be called on to maintain in high places visionary theorists whose policies are unsound simply because their intentions may be good. Nor is this a political statement. This is a statement in support of free enterprise. Visionary theorists advocating unsound policies in high places can ruin our way of life and take from our sons the things for which they are fighting. These theorists render no service to the working man if they preach that security can be given to him by governmental edict when actually the degree of security of a nation depends on the production of the tangible things that go to make up that security. Nor are they serving that workman's best interests when they adhere to regulations adopted to correct unemployment at a time when the stimulation of production is vital to his son in the service.

Unfortunately, unsound policies frequently have an appeal when their ultimate consequences are not taken into consideration. The family of the man who is borrowing to support them in ease wants to believe him when he says they can go right on borrowing indefinitely. And the man who tells them to work harder and produce what they consume is not likely to be very popular. So the spokesman who tells the public that a nation can have only that degree of security which it has earned by hard work is not likely to be as popular as the one who says he will establish security by fiat.

The advocate of the free enterprise system cannot promise wealth without effort. He must adhere to sound economics and, in the absence of studious analysis, the policies which he advocates may not have the general appeal to be found in the promise of more wealth and less work made by one who is not concerned about the soundness of his economics. It is in this very fact that we find our greatest challenge. We who believe in the free enterprise system must preach the gospel of its fundamentally sound qualities. We can point out that it is a tried and proven

(Continued on Page 28)

EDITOR'S NOTE: Reproduced herewith is an address delivered by Mr. McLain recently before the Dallas Kiwanis Club.

DALLAS LOOKS "South of the Border"

DALLAS looks "south of the Rio Grande" and makes ready for the tremendous expansion of foreign trade—particularly with Mexico and the countries of the Caribbean and Central and South America—that war's end is expected to bring.

A major factor in promoting the Dallas market is the Foreign Trade Department of the Dallas Chamber of Commerce, whose manager is petite, tireless, ubiquitous Mrs. Olga Cardenas Leach.

The department's activities are proving of tremendous value in increasing the importance of Dallas as a northern terminal for commerce between the United States and Latin America and in broadening trade friendships between Dallas and Latin American merchants. Many and varied are the services which the department renders, all intended to be helpful not only to buyers from Mexico and the other countries "down Latin American Way" but also to the merchants of the City of Dallas, including retailers, manufacturers and wholesalers.

The machinery of trade is intricate, sometimes delicate. To help keep it running smoothly so far as Dallas-Latin American relations are concerned, the Dallas Chamber's Foreign Trade Department today is acting as interpreter and general adviser for buyers from Mexico, tomorrow is assisting in the filling out of export papers, next day is busy handling correspondence between a Dallas business concern and a Latin American merchant, or carrying on many another trade promotion activity.

The department has innumerable forms on hand for export purposes, is



Mrs. Olga Cardenas Leach, manager of the Foreign Trade Department of the Dallas Chamber of Commerce, is pictured pointing out the intricacies of filling out an application for export license to Jose Castro, manager of the importing and exporting firm of Emiliano Izaguirre, Mexico City.

continually contacting the State Department in Washington in order to obtain visas and passports for merchants desiring to come to the Dallas market, is constantly supplying information to Dallas business houses on regulations, tariffs, procedure and the like applying to trade in other countries and deals with hundreds of other problems involved in foreign commerce.

The Chamber's Foreign Trade Department grew out of the Dallas and North Texas Foreign Trade Association, which was founded in 1939 with offices in the Chamber of Commerce Building. Francisco Millet became the organization's manager and Mrs. Leach, then Olga Cardenas, came over from the Southwestern Regional Office of the Home Owners' Loan Corporation to serve as his secretary. When the association was dissolved in 1941, the Chamber set up its own Foreign Trade Department and Mrs. Leach took over as the department's executive.

But Mrs. Leach is more than manager of the Foreign Trade Department. She is lawyer, diplomat, marketing adviser, social worker, foreign exchange expert, geographer, linguist and saleswoman. As such she has become Dallas' personification of the Good Neighbor Policy—a policy which Dallas expects to pay increasing dividends in the tremendous increase in trade with Latin America when peace returns.

In expediting the work of her department, Mrs. Leach's duties vary, depending upon the circumstances. In a single day she may serve in one or all capacities as interpreter, market guide, fashion adviser, export expeditor and entertainment hostess for visiting Latin American buyers. In that same day she may also be called upon to advise with a manufacturer or a wholesaler about his plans for entering the field of foreign trade or his preparations for post-war expansion.

In fact, it was while she was aiding a

buyer from Mexico in the purchase of some rugs and furniture that Cupid took a hand and she met her husband. She took the buyer to the display rooms of Charles F. Leach, manufacturer's agent. They were married December 6, 1941.

Mrs. Leach never says "No" to an inquiry for information. If she does not know the answer, she finds it. Sometimes she must turn saleswoman, such as the time when a merchant and his wife arrived in Dallas from Mexico with \$500 worth of baskets and curios, practically his entire fortune in merchandise. He had neglected to find out about the market for such merchandise before coming to Dallas and so had been unable to sell it. He finally turned to Mrs. Leach with his problem.

"I didn't know where on earth we would sell it," she said. "But we started out. For two days we went from one store to another, our taxi loaded down with baskets. I never in all my life saw so many baskets. The stores we visited had stocked up already on that particular kind of Mexican goods. But on the third day, however, we found a store which needed such merchandise, and we sold the entire lot. I don't believe I ever saw anyone so relieved as that man and his wife were."

War has added to the Foreign Trade Department's problems and services. Restricted sources of supply of merchandise have caused many new buyers to turn to the Dallas market in an effort to meet their requirements. Domestic buyers from New York, Chicago, Philadelphia, St. Louis, Los Angeles and other points have contacted the department to learn about sources of supply in Mexico, Central America and South America. Notwithstanding the scarcity of merchandise for civilian purchase and the heavy wartime restrictions on exports, Dallas trade "south of the border" has continued on a steady and lasting basis. Exports from the Dallas market have naturally dropped, about 50 per cent, but imports have increased. Foreign buyers are buying such items as women's ready-to-wear, gifts, glassware, station wagons, electrical equipment, road machinery, toys, second-hand motors, airplanes and cotton gins. Foreign merchants are selling to domestic importers such products as henequen, candy, castor oil, silver jewelry, toys, chocolate, shoes, Christmas decorations, liquor, lumber, woolen and cotton materials.

The war has also added to the responsibility of the department's manager for keeping informed on constantly changing export control regulations and pro-

cedures promulgated by the Office of Exports of the Board of Economic Warfare and the rules on import control set up by the War Production Board. This up-to-the-minute information is available for the Chamber's members. From time to time Mrs. Leach is called on by Dallas retailers, manufacturers and wholesalers to prepare certificates of origin, commercial invoices in Spanish, applications for export license, applications for preference rating and many other types of documents that must be prepared in connection with foreign shipments. From Mexico, Central and South America daily come inquiries from individuals and concerns who desire to buy or sell various kinds of merchandise and want assistance in contacting the proper persons.

Of Spanish parentage, Mrs. Leach was born July 5, 1908, at Eagle Pass, Texas, where she completed her elementary and high school education. She attended junior college in San Antonio in 1925-1927 and also completed a business administration and secretarial course at Draughon's Business College in San Antonio. She began her business experience in 1928 in San Antonio as a clerk-stenographer in a clothing store. After holding positions of responsibility with several other San

Antonio concerns, she came to Dallas in 1935 as assistant supervisor of the inspection and maintenance of property management department of the Home Owners' Loan Corporation. She speaks Spanish fluently and reads French and Portuguese.

Visiting buyers always welcome a friend in a strange nation and city where the language is different from their own. Mrs. Leach always endeavors to be that friend. She views her job as consisting as much in establishing good relations between Texas and the Latin American countries as it does in promoting trade between them.

"My objective always is not only to help people find what they want to buy but to make them want to come back to Dallas again," she explains.

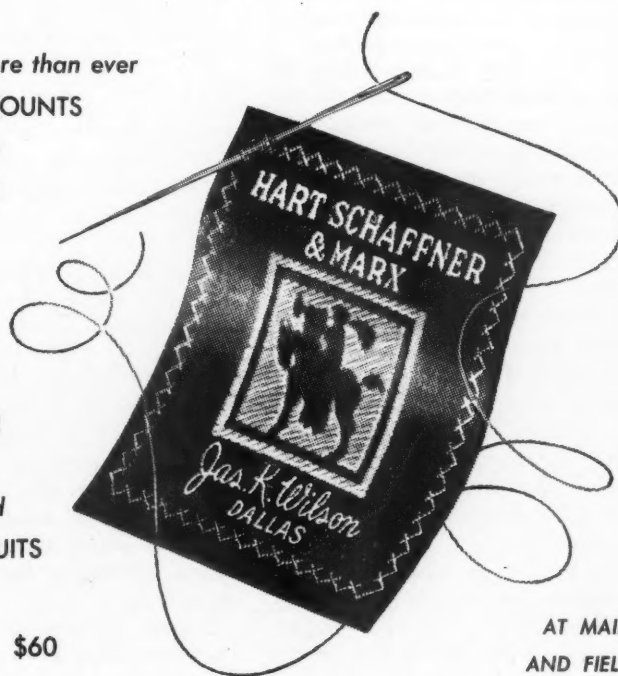
The friendly personality of the Dallas market is a factor that has meant steadily expanding year round business for Dallas merchants from Latin American customers and is expected to prove a welcome invitation to increasing hundreds of new customers when peace returns. Underlying the hospitable character of the Dallas market, which establishes Dallas as the friendly city, is the effective work of the Dallas Chamber of Commerce Foreign Trade Department.

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SCHAFFNER
& MARX
SPRING and
SUMMER SUITS
32.50

to \$60



AT MAIN
AND FIELD

We'll appreciate your patronage—You'll appreciate our service!

YOUR CHAMBER OF COMMERCE

—A Growing Factor in the Growth of Dallas

By J. Ben Critz

Vice President and General Manager,
Dallas Chamber of Commerce

YOU may not go to church. Lots of people don't. That's their affair. But, would you live in a community that had no churches?

This is no plea for churches. It is merely an idea to start you thinking. Take schools, for instance.

Most people can find some criticism of the prevailing system of school operation. Educators themselves seem to differ on this point.

But who in the world would try to bring up a family in a community, which for any reason was without schools?

Your individual reaction to banks may be a good deal in harmony with the suggested sentiments about churches and schools.

But you would hardly try to run a community without a bank.

But there are a few facts concerning them which are worth any person's careful attention. They do seem to have an amazing faculty for getting the very best locations in any given community. They have an almost uncanny skill in picking out the live cities and towns and passing up locations without promise.

Therefore, the mere fact that these institutions are located in a town gives it a standing.

But these are not all of the indices that properly measure a community. How about the longer reaches?

Somone wants to know, what will this place be like in twenty-five years? Is anybody thinking and planning ahead for that time? Who is thinking for the community? Are the men in it thinking for themselves?

Well, the average man doesn't think twenty-five years ahead in his own business. Some big corporations do—banks, railroads and insurance companies, for instance—but who thinks for the other fellow, and who thinks for the city as a whole?



J. BEN CRITZ

There is, of course, an answer to this question, but it doesn't leap instantly to the lips of everyone. That is due to a lack of appreciation on the part of some people, and possibly a lack of straight thinking on the part of others.

Men have a way of grouping themselves together for certain objectives which they do not find it easy to accomplish by themselves. That is the underlying psychology of lodges, clubs, schools, churches, and Chambers of Commerce. If you notice, you will find that these institutions think for the group mind a little further in advance than the average member of the group thinks for himself.

Clubs provide for the social side of life; churches try to keep men thinking straight on questions involving right and wrong; the schools are chiefly engaged in building up the citizenship of tomorrow; while to the Chamber of Commerce falls the lot of building the city itself and uniting in an harmonious and progressive whole these various industrial, commercial, educational, religious, political and economic forces which make the community admirable in the eyes of those who contemplate it.

You would be surprised to find in just how many lines your Dallas Chamber of Commerce is thinking ahead for you, not only for tomorrow but for as much as twenty-five years. You might even be more surprised if you knew just how many of the things you enjoy at the moment are the results of thinking done for you—two, five, ten or twenty years ago.

It may occur to you that there is something wrong with the system if you do not know about them. The real fault—if there is a fault—is a little quirk in human nature. We tend to remember individuals, personalities, not groups.

A Chamber of Commerce—your Chamber of Commerce—is like a research laboratory. After it has a fact of potential value, it turns it over to the production department to work out and market. You may be that production department.

Examine for a moment some of the more outstanding achievements of Dallas life in recent years. The civic center, the airport, development as oil center. In each one, somewhere along the line, you

will find the finger of the Chamber of Commerce.

To it come ideas from all sorts of sources—all sorts of ideas, too. And these must be classified and clarified. They must be put into the channel of realization, if possible, and if not, held in reserve until a more appropriate time.

And when the idea is working, the group of men directly charged with its execution will be the ones remembered by the public, will be the ones whose names get into the newspapers, and in the end it is doubtful if one per cent of all the persons interested will recall that the Chamber of Commerce had anything to do with it.

The Chamber of Commerce presents itself as a centralized, co-ordinating, promotional agency for a city. The average newcomer to a city finds in it his first opportunity for community contact. His impressions will be recalled, not as mirroring the Chamber of Commerce, but as memories and recollections of the city itself. The stranger grasps your hand and the hand of 450,000 others that make this city—your city—our city—when he contacts your organization that is known as the Chamber of Commerce.

The work of the Chamber of Commerce is technical, but it is also diversified. The Chamber of Commerce has a branch devoted to the securing and the assisting of conventions. The Chamber of Commerce has a bureau looking after retail promotion. In its program is a definite chapter sponsoring the activity of the manufacturers and wholesalers, who concern themselves with business of all sorts in the trade area of Dallas.

Not only are these things diversified, but each in itself has a technique which only those identified with its group properly appreciate.

It takes a person trained in organization to see the Chamber of Commerce as a whole. Any one of its functions is usually enough to interest an individual or a corporation, but there are a few who can appreciate it as a unit, or an organization of many functions.

There are still here and there individuals who ask "What do I get out of it?" when they are approached with the idea of becoming members of the Chamber of

(Continued on Page 41)



Photo by Thomas K. Cone, Jr.

Dallas Sees Shape of Wings to Come

DREAMED of in the beginning by its sponsors as only a regional show, the Southwest Aircraft and Accessories Exposition grew like Topsy, even in its planning stage, and became truly international in character before its unfoldment as a major aviation attraction at Mustang Airport in Dallas April 28 through May 1.

During the exposition, extended an extra day because of inclement weather, which failed, however, to dampen the enthusiasm of many thousands who viewed the exhibits, Dallas residents and those of neighboring areas availed themselves of the opportunity to see the shape of wings to come.

Free to the public to learn something of the science and machinery of modern aviation and free to the exhibitors to tell by graphic displays the story of the industry's contribution to the war and give a forecast of post-war development, the show, sparked by the Dallas Chamber of Commerce, was the forerunner of an annual event, Pan-American in scope.

The sponsors—local aviation interests and other public spirited business firms and individuals—will meet early this

month to incorporate the show, select a name commensurate with its character and objectives and make initial plans for establishing the exposition as a yearly Dallas attraction.

More than 80 booths were required for the displays of approximately 80 exhibitors assembled beneath a major portion of the world's largest exhibition-type tent brought to Dallas from California to house the exposition. It was thought at first that only some 30,000 square feet of floor space would be needed, but so rapidly did the show grow that several additional sections were added to the tent to provide more than 65,000 square feet of floor area. The exhibits included warplanes, personal aircraft, captured enemy materiel and accessories of all types, with the displays of the Army, Navy and Civil Aeronautics Administration highlighting the show.

When bad flying weather delayed the arrival by plane of Miss American Aviation in the person of Carolyn Cassidy of Louisville, little Miss Ann Hereford, granddaughter of B. F. McLain, president of the Dallas Chamber of Commerce, took a pair of scissors and snip-

ped the ribbon stretched across the main entrance to formally open the exposition. In addition to Mr. McLain, J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce; Hart Bowman, supervisor of aviation for the City of Dallas; Wilson Germany, general chairman for the exposition; and Mayor Woodall Rodgers were also on hand for the formal opening. The first day was observed as Civil Air Patrol Day.

Observance of Army and Navy Day on the second day was brought to a climax with an Aviation Dinner at the Hotel Adolphus, honoring military officials, at which Mr. McLain presided and Mayor Rodgers served as toastmaster.

Principal speaker at the dinner, Josh Lee, former U. S. Senator from Oklahoma and currently a member of the Civil Aeronautics Board, emphasized that the airplane is making one community of the western hemisphere.

"We shall be even better neighbors and better customers because of this new form of transportation," he said. "I cannot agree with those who continue to insist that we should set the brakes on aviation.

(Continued on Page 14)

Master Airport Plan For Dallas

By Woodall Rodgers
Mayor of Dallas

SO rapid has been the progress of aviation under the pressure of war-time needs that the return of peace will find at hand tremendous aircraft production facilities, new sources of materials, millions skilled in making air equipment and hundreds of thousands trained to use it.

Dallas girds itself for this challenge. The city has been quick to realize that an integral part of the groundwork for the future Dallas must obviously be a comprehensive airport plan that will provide adequate facilities for the immediate post-war period as well as permit orderly addition of facilities in step with expanding needs as they arise.

Such a master airport program is already underway as a part of the Dallas master plan. Two present fields take definite status as major airports in the comprehensive program.

Love Field, municipally owned but currently under Army operation, will be Dallas' super airport for commercial air line passenger and cargo traffic. A \$3,000,000 expansion program is now underway at Love Field, where extensive operations of



WOODALL RODGERS

the Fifth Ferrying Group, Air Transport Command, have made the airport one of the busiest aviation centers in the United States.

Present expansion work at Love Field will aid military operations for the duration and will provide substantial improvements for civilian operations after the war. The Love Field improvement plan in its overall aspect will include lengthening the northeast-southwest, east-west and northwest-southeast runways, and the construction of a new Lemmon Avenue around these extended runways by means of a gently curving double roadway conforming with the city's proposed major street plan. This treatment will not only give the required 750 feet clearance from the end of the runways but also will provide a fine new entrance to Love Field with sufficient parking space for hundreds of automobiles.

Hensley Field, also municipally owned but under lease to the Army, will be Dallas' major airport for military use by the Army and Navy. An expansion program currently underway at the field will not only make it more useful for the duration but will add improvements that will make it among the finest in the nation for continued use after the war as the military aviation crossroads of the United States.

The master airport program also calls for a third major airport, yet to be located definitely, which will be an all-weather field to meet present needs for facilities for private planes. The master airport program thus recognizes the importance of serving not only cargo needs and travelers on scheduled airliners but also private flyers and fixed based operators, who will thus be encouraged to expand and multiply by the creation of facilities adequate for their needs.

A fourth major airport and others will be provided if and when needed. Supplementing the major fields will be a network of secondary and minor airports provided as needed.

There is still a great task ahead in the winning of the war and Dallas will by no means let up in its contribution in a major way to ultimate victory. But without lessening its war effort Dallas can think and plan and to some extent execute in terms of post-war development.

Aviation is changing rapidly, warning that it may be as costly to proceed too far in advance of needs in providing airport

facilities as to move too slowly and thereby miss the boat as regards post-war opportunities. But with practical foresight, Dallas has assumed a leadership it does not intend to relinquish, which will guarantee that the community will always be a bright and active spot on the world's aviation map.

Cash-and-Carry Wholesale Grocery Opened in Dallas

A new cash-and-carry wholesale grocery business has been opened at Main, Hawkins, Commerce and Central by the Texas Wholesale Grocery Corporation to serve grocers, druggists, bakers, cafes and restaurants.

The business has been opened in a completely remodeled building, with parking facilities, equipment and arrangement of merchandise for speed in service, it was announced by W. Lee Hall, president of the concern.

Vernon Guynes, Cecil Carroll, Ernest Tompkins, Guy Guynes, S. K. McPhail and Jimmie Cook, all of whom have been in the food business in Dallas for many years, will manage and operate the new grocery house.

In addition to Mr. Hall, officers of the company include Joe C. Boston, vice president in charge of sales, and J. Roy Moore, secretary and assistant treasurer.

Bank Resources Increase

Increases in deposits and resources were shown in reports of Dallas banks made for a state and Federal call at the close of business April 13. Total deposits were \$638,172,386.98, a gain of \$13,214,213.27 over the previous call on December 31. Resources amounted to \$680,791,315.63, an increase of \$15,053,842.49.

Herbert M. Walne is new president of the Dallas Optimist Club. Other officers are Gene Simpson, M. A. (Red) Roberts, T. J. Meggs and Ben D. Taylor, vice presidents; W. H. Pierce, secretary; Leland Breckenridge, treasurer; Paul O. Cardwell, chaplain; and C. Lee Connell and Fred Randolph, sergeants-at-arms.

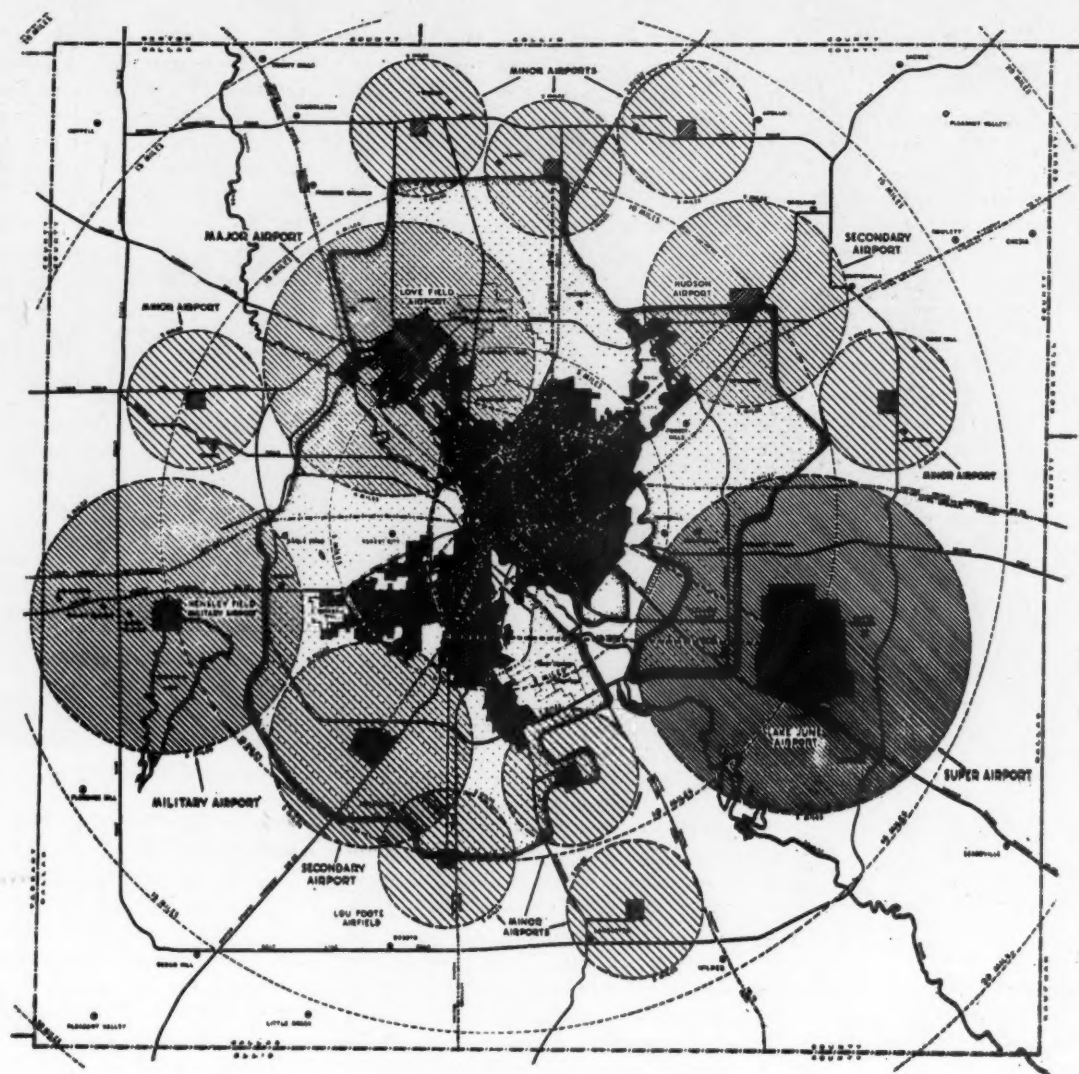
Ira E. DeJernett of Dallas has been elected a director of the Southwestern Association of Advertising Agencies.

Your Home When Away
From Home



The
Driskill Hotel

W. L. STARK, Manager
AUSTIN, TEXAS



THE AIRPORT PLAN DALLAS, TEXAS

LEGEND

- EXISTING AIRPORTS
- PROPOSED OR ENLARGEMENT OF EXISTING AIRPORT
- PROPOSED HELICOPTER FIELDS
- POSSIBLE AREA OF ULTIMATE URBANIZATION
- PRESENT CORPORATE AREA OF DALLAS
- PRINCIPAL HIGHWAYS AND MAJOR STREETS
- PROPOSED HELICOPTER ROUTES
- PROPOSED INTER-REGIONAL HIGHWAYS
- PROPOSED EXPRESS HIGHWAY (CENTRAL BOULEVARD)



AIRPORT STANDARDS

	SUPER	MAJOR	MINOR	MINOR
RUNWAYS	10,000'	5000'	4000'	3500'
DISTANCE END OF RUNWAY TO FIELD SURROUNDING	1000'	750'	500'	250'
GLIDE ANGLE	50-1	40-1	40-1	20-1
AREA APPROXIMATE AREA IN ACRES	4500	1000	600	310

* PROVISIONS FOR EXPANSION TO 10,000' FOR 10, 15 & 20 RUNWAYS.

CITY PLAN COMMISSION
DALLAS, TEXAS

Plate 2

HARLAND BARTHOLOMEW & ASSOCIATES
CITY PLANNING
SAINT LOUIS
CONSULTANTS
MISSOURI

REPRODUCED BY THE CITY OF DALLAS



Dallas Aviation Show

(Continued from Page 11)

It is my opinion that traffic by air is going to increase so fast following this war that unless we move rapidly we are likely to get run over.

"There was a time when people said that the automobile was only for the rich. It is just as foolish today to say that air transportation is only for the rich. Air travel can become just as essential as travel by automobile and by the same token the economy of the country can be so adjusted as to place air travel within the reach of the average man. This is not only probable; it is inevitable."

"We are here tonight because we believe in aviation," declared Mr. McLain in opening the dinner program. "There could not be a Chamber of Commerce in the United States that is more air-minded than the Dallas Chamber of Commerce. We have a city administration in Dallas that takes second place to none in the United States in being air-minded."

Mayor Rodgers prefaced his introduction of Mr. Lee with the assertion that "we establish here today the first annual international air show which will be celebrated half a century from now."

"We are determined to co-operate as closely as possible with the Civil Aeronautics Administration, the Civil Aeronautics Board, the commercial airlines and others to lead ten years ahead in aviation," he said. "Love Field will be the largest and most beautiful airport in the world."

Special guests of honor at the dinner included Rear Admiral Charles P. Mason, chief of naval air intermediate training at the U. S. Naval Air Station at Corpus Christi; Lt. Commander R. M. Gavett, liaison officer in charge of foreign students at the U. S. Naval Air Station at Corpus Christi; Lieutenant S. C. Dorman, aide to Admiral Mason; Commander J. R. Ruhsenberger, commanding officer of the U. S. Naval Air Station, Dallas; Brig. General L. F. Guerre, director of security and intelligence, Eighth Service Command, Dallas; Brig. General A. Hornsby, chief of staff, central flying training command, Randolph Field, San Antonio; Col. R. W. Munson, commanding officer of the Fifth Ferrying Group, Air Transport Command, Love Field, Dallas; Col. J. R. Knowlan, commanding officer, U. S. Marine Corps, Corpus Christi; and Major Almir Dos Santos Polycarpo, air force

attache in the Brazilian embassy at Washington.

Opening event of the observance of Pan-American Day was the Pan-American breakfast at the Hotel Adolphus, with S. A. Guiberson, Jr., as host. Guests of honor included eighteen flying officers from nine Latin-American republics who are taking advanced training at the Corpus Christi naval base. Participating in the breakfast program, in addition to Major Polycarpo, were several consuls in Dallas of Latin-American republics including Luis Perez Abreu, Mexican consul; Charles S. McCombs, consul for Nicaragua; J. Kirby McDonough, consul for Brazil; Ballard Burgher, consul for Guatemala. H. F. C. Walsh, British consul general for Texas, and Major E. Campbell Russell, British vice consul at Dallas, were also present.

The Pan-American Day observance continued with Pan-American exercises during the afternoon at the exposition, made colorful by the parade of the flags during which 21 Dallas girls, led by Miss Cassidy, with the U. S. flag, queen of the exposition as Miss American Aviation, marched to music played by the Dallas Naval Air Station band, each carrying

(Continued on Page 18)

Photos by Thomas K. Cone, Jr., and U. S. Army Air Forces

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1. Miss Ann Hereford, granddaughter of B. F. McLean, president of the Dallas Chamber, cut the ribbon to formally open the exposition. Others participating included, left to right, J. Ben Critz, Hart Bowman, Mayor Woodall Rodgers, Mr. McLean, and Wilson Germany.

2. Brig. General A. Hornsby, Randolph Field (left), and Lt. R. C. Lindsey, U. S. Navy, who piloted the PBVSA amphibian which brought the Latin-American representatives to Dallas.

3. Left to right: Capt. Alfredo Arteaga, Quito, Ecuador; Rear Admiral Charles P. Mason, chief of naval air intermediate training, Corpus Christi; Josh Lee, Civil Aeronautics Board; and Tom E. Braniff, president, Braniff Airways, Inc.

4. Left to right: Hart Bowman; Major Miguel Rabinovitch, co-chairman, Pan-American participation; Major Almir Dos Santos Polycarpo, Brazilian embassy; Miss Carolyn Cassidy, Louisville, Miss American Aviation; Jack Story, reception committee; and Captain Maximiliano Garavito, co-chairman, Pan-American participation.

5. Aviation dinner. Shown at speakers' table, left to right: S. Allen Guiberson, III, entertainment committee; General Hornsby; Major Polycarpo; Mr. Braniff; Mr. Lee; Mr. McLean; Admiral Mason; Mayor Rodgers; Steadham Acker, director of the exposition; Commander J. R. Ruhsenberger, commanding officer, Dallas Naval Air Station; Mr. Germany; Brig. General L. F. Guerre, Eighth Service Command; D. H. Hollowell, sales manager, Continental Motors Corporation; and George Jalonick, III, exhibits chairman.

6. Left to right: Lt. Commander R. M. Gavett, liaison officer in charge of foreign students, Corpus Christi Naval Air Station; Miss American Aviation; Lieutenant S. C. Dorman, aide to Admiral Mason.

7. Lieutenant D. R. Elder, Wright Field, exhibits officer for U. S. Army Air Forces Materiel Command, and Mayor Rodgers.

8. Left to right: S. A. Guiberson, host at Pan-American breakfast; Col. R. W. Musson, commanding officer, Fifth Ferrying Group, Love Field; Major Polycarpo; and Mrs. S. Allen Guiberson, III. Other pictures show personalities and exhibits at exposition.



DALLAS GATEWAY TO LATIN-AMERICA VIA— *American Airlines*

By Jack A. Tompkins

**Southern Regional Traffic Manager
American Airlines, Inc.**

THE same urge that once drove man to leave faint wagon wheel trails across the great Southwest plains drove him in later years to blaze trails in the Southwest skies. That urge was progress.

The City of Dallas, possibly more than any other city, typifies the progress and development of the great Southwest area of the United States. Today, in the midst of gigantic war industrialization, far-seeing citizens and officials are preparing Dallas for her place in the Age of Flight. That place already is assured; but must be held by constant planning and keen perception of problems that will develop in the "flying Forties."



As the geographical center of American Airlines' transcontinental route and the gateway for travel on American's international route to Mexico, Dallas, today, is one of the great air terminals of the nation. Twenty-four times, every twenty-four hours, silver Flagships land or take-off at Love Field, the hub of American's far-flung system from coast to coast, from Canada to Mexico. Dallas, at the present time, also is served by Delta Air Lines, giving service to the Southwest, and Braniff Airways to the Mid-West.

In the month of January, on American Airlines alone, 5,528 passengers boarded Flagships at Love Field.

It would be difficult for Dallas to avoid her date with destiny. Dallas is a major city on an airline that carries more passengers and air cargo than any other air carrier in the country, linking cities where nearly a quarter of the nation's population lives.

There have always been Texans at the top in American Airlines. From small beginnings as Texas Air Transport, the company emerged as Southern Air Transport and later became American Airways after a complex history of mergers and interlocking financial interests. C. R. Smith, now a Brigadier General and Chief of Staff for the Air Transport Command, an energetic Texan, was named

president of American Airlines when the airline had to start over from scratch after the cancellation of mail contracts in 1934. A. N. Kemp now heads the company. Other Texans at the helm of the nation's largest airline are Hugh L. Smith, vice president in charge of operations; M. D. Miller, cargo traffic manager; and Willis G. Lipscomb, official for the airline in Dallas for 13 years, who is now general traffic manager for the entire system. Stanley G. King, who heads American Airlines de Mexico, is a former resident of Dallas.

Today, American Airlines with 8,450 miles of domestic routes is moving toward a potential domestic volume expansion of six or seven times in the first five years after the war. New domestic route applications on file would add

about 40 per cent to mileage and 50 per cent to the present roster of around 7,000 employees, one-third of which are women.

In addition to the application for domestic routes, American has applied for a route to London, which will put Dallas but about 15 flying hours from the heart of the British Empire. Just announced late in March was American's purchase of American Export Airlines, Inc., subject to approval by the Civil Aeronautics Board. This will give the Southwest direct air service to the British Isles, Africa and Lisbon. Export also has applications pending for operation to France and India.

James J. Strebig, Associated Press Aviation Editor, pointed out that Ameri-

(Continued on Page 32)



If pending applications for trans-Atlantic service from New York and Boston to London are granted, the United States, Canada and Mexico will have direct service over American Airlines to Europe, as shown by the map.

Dallas Employees Urged To Help Save Farm Crops

By A. B. Jolley

Dallas County Agricultural Agent

THE County Agricultural Agent's office and the farmers of Dallas County appreciate very deeply the assistance that was rendered in 1943 by the Dallas business firms and industries in working and harvesting last year's crops. During June alone 2,000 workers for farms in the county were supplied through the County Agent's office, these chiefly coming from the Dallas business firms, many such employees of the firms working on holidays, week-ends, during vacation periods and under various other arrangements.

A committee from the Dallas Chamber of Commerce assisted materially in mobilizing this help. Without such assistance the farmers would have been unable to handle and harvest their crops and considerable loss would have resulted. With an estimated 50 per cent less farm help than in the previous season, it appears that the situation will be even more serious in 1944. War makes a tremendous demand upon agriculture. The Federal Government has set the agricultural, live stock and poultry production goals above the all-time high goals of 1943. Labor shortage is undermining and threatening basic agriculture. Farmers are being forced by shortage of labor to sow more broadcast crops and reduce the planting of row crops. This is being done despite the fact that many of the row crops are badly needed; such as, cotton, not only for its lint but also for its oil and its meal for feeding purposes.

Therefore, there is an increased acreage in smaller grains. The farmer can handle such crops most of the time except for the harvest season. Then day labor will be needed, particularly this year. There are enough combines available in the county to handle only a limited portion. Combines, ensilage harvesters, corn harvesters, cotton picking machines and other labor saving machinery are difficult, or impossible, to buy under present manufacturing conditions.

The farmers are annually plowing and cross-plowing a larger percentage of the cotton, but there still remains a big acreage of cultivated land that is badly infested with Johnson grass. Such sections will need many hands to hoe cotton and corn. Johnson grass has increased on

many of the farms due to the necessary change from row crops to sowed crops. Cotton choppers and corn hoers are needed during the months of May and June. A tremendous demand for day laborers will be presented during the harvesting and grain threshing season, which begins about May 20 and lasts through July. Following the grain harvest, day laborers will be needed for hay baling and silo filling. This work starts in July and lasts through September. Then cotton picking follows and lasts until frost.

A larger supply of food and feed crops

will be needed in 1944 than in any previous time in history. Tremendous tonnage of food and feed will be shipped out of storage, thereby creating a shortage. Our Dallas County farmers had to cut their onion planting by at least 75 per cent of the intended goal, due to labor shortage, but as a whole our planting is in line with the increases asked by our Government. Raising and saving these increased food and feed crops calls for super-human effort. Help is needed from every possible source. Any business firm that is willing to aid in arranging for its employees to help on the farms at the prevailing farm wage on week-ends, on their days off, during their vacation periods or any other time, is invited to call the County Agent's office in the Records Building, R-8846, and full information will be given.

Survey Reveals Insurance Needs

APPROXIMATELY one-half of a group of 100 business men interviewed by the Great American Reserve Insurance Company of Dallas, as an unique approach in drafting a new accident and health policy on the basis of needs learned first-hand, were found to be without accident and health protection, it is reported by Travis T. Wallace, president of the company, in announcing the results of the survey.

The canvass was conducted among businessmen representing a cross section from the big concern industrialist to the small one-man business owner.

Significant fact revealed by the survey for underwriters is that, despite the finding that only half of the men contacted owned health and accident policies, the large majority of the business men, large and small, expressed a desire for accident and health insurance meeting their particular needs.

The statement most often heard was that accident and health policies did not fit their particular requirements, it was pointed out by Mr. Wallace, who said that this is the first time in his knowledge that a company has made a survey of this kind before producing a policy in order that the prospective policyowners may practically "write their own ticket" in the kind of policy they want.

Some fifteen of the businessmen interviewed expressed a mild or strong prejudice against accident and health insurance, Mr. Wallace said. Of this group, one-third based their prejudice on

unfavorable claim or other experience with accident and health companies. Prejudice expressed by the remaining two-thirds was based on generalities; such as, "policies are too limited," "they promise enough on the first page and take too much away on the second page" and the like.

The survey showed that, almost without exception, businessmen are interested in hospitalization insurance. It revealed, however, that more than 75 of the businessmen feel the policy should pay \$10 to \$15 daily indemnity instead of the usual \$5. The opinion was almost unanimous that the usual hospital policy is wholly inadequate for the expenses of a business man confined to a hospital, Mr. Wallace said. Many commented that they wanted their accident and health insurance and hospitalization as well as hospitalization on members of the family, all in one contract. It was found that approximately 30 of the business men wanted first-day coverage on both sickness and accident and another 30 wanted elimination periods ranging from 90 days to one year. The remaining 40 preferred elimination periods ranging from 3 to 30 days. The majority in this class wanted 7-day elimination periods. Seventy-eight of the businessmen wanted life coverage for accidents. The remainder were interested in one to 15-year coverage. Thirty-four wanted life coverage for sickness, 32 wanted one to 5 years coverage for sickness, 14 wanted 6 to 10 years coverage

(Continued on Page 28)



Dallas Aviation Show

(Continued from Page 14)

a flag of one of the 21 Latin-American countries and escorted by flying officers from the republics.

The Southwest Aircraft and Accessories Exposition was the opening event of Texas Aviation Week proclaimed for April 27 to May 3 by Governor Coke Stevenson of Texas. The Dallas show was followed by the third annual Texas Aviation Conference at Texas A. & M. College at College Station.

A major supplementary feature of the Dallas exposition was the visit of members of the Aviation Writers' Association, comprised of representatives of the leading aviation publications and aviation editors of newspapers, press associations and general magazines, who opened their annual meeting in Dallas and continued their sessions at College Station.

GOOD NEIGHBORLINESS. Pan-American friendships were strengthened by the participation of the republics "south of the border" in Dallas' Southwest Aircraft and Accessories Exposition. Pictured exemplifying the good neighbor policy are Miss American Aviation—Miss Carolyn Cassidy of Louisville, Kentucky, who was queen of the exposition—and flying officers from nine Latin-American countries. With two representatives in attendance from each of the nine republics, the group included: Lt. Ignacio Albarenque and Lt. Gregorio Lloret, Argentina; Ensign R. B. Rivolta and A/C Jose Laport, Brazil; Lt. Ernesto Bentjerodt and Lt. Carlos Vergara, Chile; Lt. Alvaro Rey and Ensign Gustavo Parra, Columbia; Ensign Jose Perez and Ensign Gonzalo Pique, Cuba; Capt. Bolivar Pico and Capt. Alfredo Arteaga, Ecuador; Lt. Diego Mugica and A/C Enrique Zapata, Mexico; Capt. Fernando Melgar and Ensign Wilson Sologuren, Peru; and Lt. Luis Lluberias and Ensign Enrique A. Falco, Uruguay.

Under the leadership of Wilson Germany, general chairman, and Steadham Acker, manager of the Birmingham Airport, who came to Dallas to direct the air show, numerous committee heads joined hands in carrying out the multiplicity of details involved in conducting the exposition, which was originally conceived by L. E. Guillot, who served as general chairman until he went on active duty with the U. S. Navy.

The committee heads included Jack B.

Story and Robert B. Kenty, reception; George W. Jalonick, III, exhibits; George Haddaway, publicity; S. Allen Guiberson, III, and E. L. Smith, Jr., entertainment; James L. Camp, field; Major Miguel Ravinovitch and Captain Maximilian Garavito, Latin-American participation; John E. Williams, hotel; Charles R. Meeker, Jr., program; Harold Bender and Fred Lockwood, transportation; and Mr. McLain, advisory.

Vic Klein was the designer of the show.

(Continued on Page 42)

May Is Chamber of Commerce Month

Campaign Launched for 2,000 New Memberships



May will be Chamber of Commerce Month in Dallas!

Objective of the observance will be the addition of 2,000 new memberships by June 1 to strengthen the Chamber numerically and financially for carrying out its well-laid plans for a greater and more prosperous Dallas-after-the-war.

During the month's campaign, which will serve to give impetus to the membership department's long-range program for continuous membership recruiting, the impressive story of the Chamber's services through the years in helping to build Dallas to its present enviable position of the war capital of the Southwest will be broadcast by a membership committee greatly enlarged for the intensive effort.

Community-wide co-operation in the drive is being enlisted through the appointment of special Chamber of Commerce membership committees by the various service clubs. William S. Henson, general membership chairman, has asked that every luncheon club name a committee of ten, comprising those who are either members of the Chamber in their own name or represent a firm that is a member. These committees will join hands with members of the standing membership committee and others to form the organization of workers for the recruiting job.

Plans call for a minimum of 200 workers in the campaign, divided into two divisions, which will in turn be broken up into teams. Goal will be 1,000 additional memberships from those concerns already members of the Chamber and 1,000 from individuals and concerns who are not now members.

The way has been paved for the mem-

bership workers by a folder prepared by E. E. Rominger and mailed to prospective members. Entitled "Life Begins in '44," the folder points out that "Life really begins in 1944 for the Dallas business man who will take full advantage of the facilities and services of the Dallas Chamber of Commerce. For then and only then will he be in step with the pulsating flow of business in this city, its trade area—and the nation!" The folder enumerates the numerous specific services the individual member may receive from the various departments of the Chamber.

With praise for the planning committee for its efforts in laying the groundwork for the membership campaign, Mr. Henson predicted the success of the May drive.

"Playing a leading role in the coming Victory, the Dallas Chamber must gird itself for an equally vital role in the coming peace," Mr. Henson said. "We are mindful of our opportunities. The greatest development in the Dallas area lies ahead. This calls for new vigor, and an enlarged income and membership for our Dallas Chamber of Commerce."

Picturing what the Chamber has accomplished for the individual business man during the past five years, the booklet points out that the Chamber has brought to Dallas more than 600 new industries in that period of time and increased the number of industrial wage earners from 18,000 to 75,000.

It emphasizes that in 1937 there were approximately 15,000 industrial wage earners with a payroll of \$15,000,000,

but today there are approximately 60,000 industrial wage earners with a payroll of over \$100,000,000.

"Through co-operation with wholesalers and manufacturers in the textile and garment industries alone, 8,000 buyers are brought to Dallas each year," the booklet continues. "These wholesalers and manufacturers have increased their gross sales over 100 per cent in the past five years, and a lot of this money is finding its way into your pocketbook. Your Chamber of Commerce touches the life of every person in the community. By building payrolls, the Chamber is building new business for you. That is why you should belong to the Dallas Chamber of Commerce."

Members of the planning committee include James K. Wilson, Grayson Gill, Bart Holden, C. K. Patton, Mark Hannon and Mr. Rominger.



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Yes, steel has gone to war, and that means steel filing cabinets are out for the duration. But that doesn't mean you can't get filing equipment.

Stewart has filing cabinets made of wood, which serve the purpose and look like steel cabinets. See them at 1523 Commerce Street.



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SPEED VICTORY!

Braniff PLANS FEEDER LINES FOR DALLAS TRADE AREA

By Walter M. Henshel

Braniff Airways, Inc.

OF interest to Dallas, in addition to the proposed extension of domestic and the development of international routes, is the plan of Braniff Airways, Inc., for airline service throughout the city's trade area.

Developed on a "wheel and spoke" or "clover leaf" basis, the plan proposes airline service for the Dallas trade area that would permit mail delivery, passenger travel and air express at the lowest possible rates to the surrounding small towns. A basic point of the plan is the development of a service pattern comprising a minimum of two flights daily between Dallas and all the communities to be embraced in the service.

Trade area airline schedules would be synchronized with the schedules of all carriers serving Dallas. They would be devised so as to enable Dallas business men and their representatives to comprehensively cover Dallas' entire trade area with all the advantages inherent in the speed of the airplane, and

they would enable people throughout the trade area to leave their homes in the morning, spend the entire day in Dallas and return home that evening.

Under the Braniff plan this service would be provided by a separate corporation, ownership of which would be distributed among the citizens of the communities, including Dallas, which would be served. Braniff, too, would participate in the ownership, thus assuring to the trade area airline corporation the benefits of management experience and the economies which would result in various ways from such a relationship.

Now operating more than 3,100 miles of domestic routes and flying more than 13,000 miles daily, and with more than 1,300 employees serving its interests from Chicago and Denver on the north to Mexico and the Gulf on the south, Braniff has moved into fifth position in the nation's scheduled air transportation industry in terms of revenue passenger miles operated in 1943. Within the last two years Dallas has become the central base and headquarters of Braniff, with

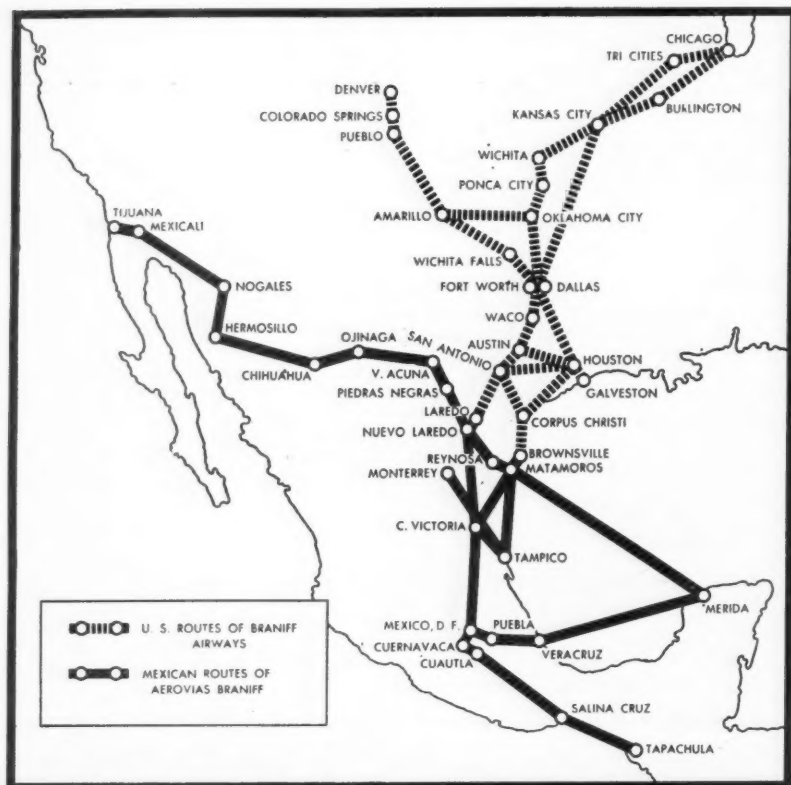
executive, administrative and operational headquarters located at Love Field, which has long been Dallas' principal airport.

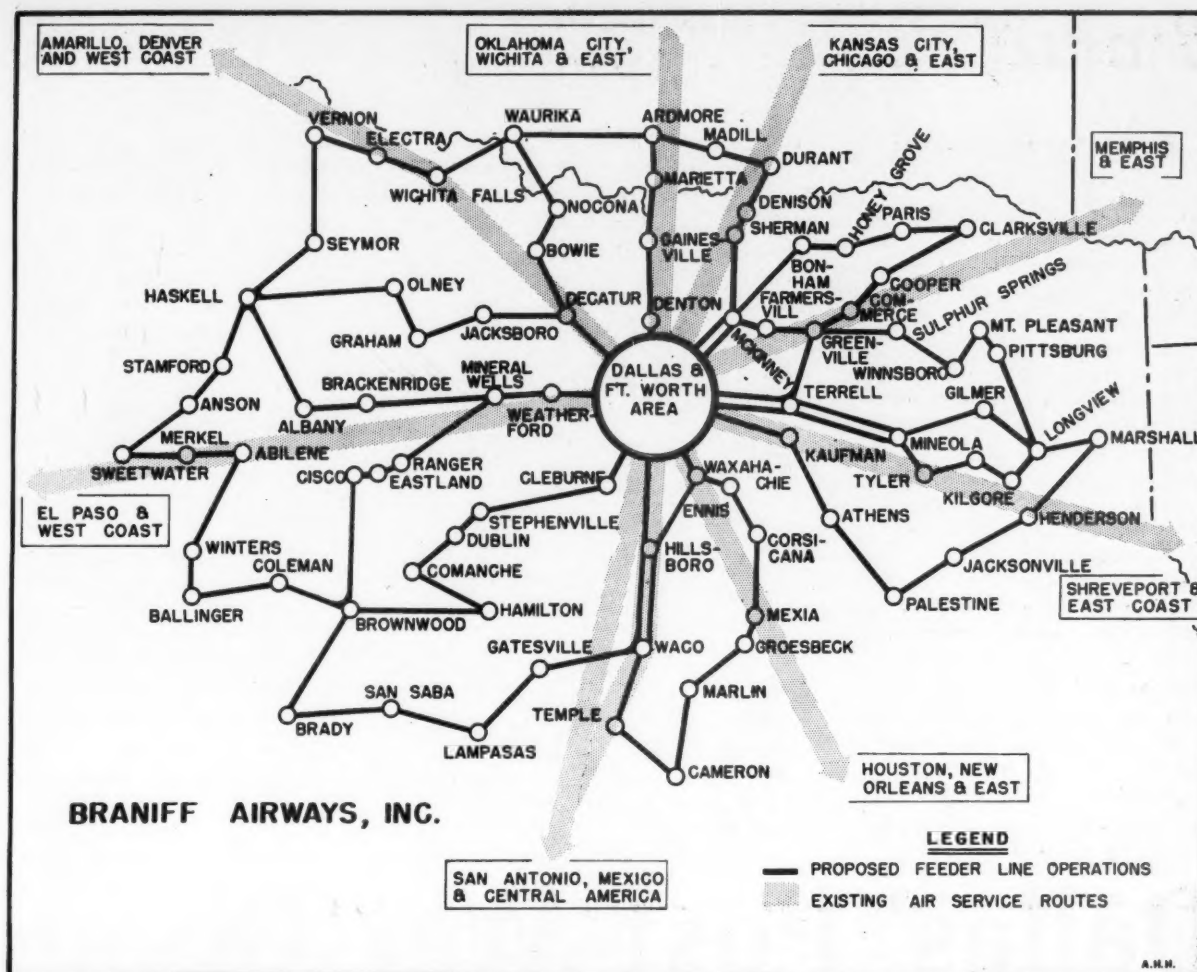
The company has plans for domestic and international expansion that will make Dallas an even more important air center. Braniff has applied to the Civil Aeronautics Board in Washington to extend its existing service east of Chicago to New York via Detroit; between Denver and Oklahoma City east to Tulsa, Memphis and Atlanta, and for a transcontinental route between Los Angeles and Boston, which will embrace service to such important points as Oklahoma City, Tulsa, St. Louis, Cincinnati, Washington, Baltimore, Philadelphia, New York and Pittsburgh. Internationally Braniff has filed applications for routes to be flown under the United States flag to the Caribbean islands, Central and South America as well as a direct service to Europe from Dallas across the southern part of the country to Atlanta, Charleston, Bermuda, the Azores and through Lisbon into Europe. The development of these plans and the extension of the existing service will bring more business and trade to the Dallas area. In post-war aviation, Dallas and Braniff will grow together.

In addition, Braniff has organized Aerovias Braniff, S. A., a Mexican corporation which now holds permits under Mexican law for operation of more than 4,600 miles of air routes in Mexico. At a recent stockholders' meeting of Braniff Airways, it was voted to purchase all the capital stock of Aerovias Braniff, S. A., and an application for permission to acquire the company has been filed with the Civil Aeronautics Board in accordance with the Civil Aeronautics Act.

Braniff Airways now employs more than 800 Dallas people, with an annual payroll in Dallas alone of more than \$1,750,000. The Braniff base, including 15 buildings, occupies an area of more than 17½ acres at the air field. The training quarters, for the instruction of both civilian and military personnel, is located at the opposite side of the field in the former air terminal building where much of the Braniff war training activity has been accomplished.

The buildings at the base range in





size from the huge hangar to the small paint shops set off by themselves for additional fire protection. Other buildings are devoted to machine shops, motor assembly shops, motor testing laboratory, wood and upholstery shops, radio and instrument testing laboratories, the treasury building with more than 100 employees concerned with auditing and accounting, and an attractive administration building.

The administration building houses the offices of the personnel, operations, and military operations on the first floor along with the reservation control and flight control rooms. On the second floor are the executive offices, traffic and operations engineering. Five executive officers, including T. E. Braniff, president; R. C. Shrader and Charles E. Beard, vice presidents; C. G. Adams, secretary-treasurer, and Hal C. Thurman, general counsel, constitute the executive committee of the board of directors.

While the company originated in Ok-

lahoma City in 1928, the operations of offices were moved to Dallas as early as 1935 when Braniff acquired the Texas mail routes of Long and Harmon. In 1942, the executive, administrative, and traffic offices were moved to Love Field from Oklahoma City. Thus Dallas acquired as citizens the five executive officers and their families, along with many other employees who moved to Dallas at that time.

Braniff is devoting itself to a policy

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Alex D. Hudson

James S. Hudson



Dallas' Post-War Opportuni

THERE is drama without parallel these days deep in the heart of Texas. There is an unprecedented expectancy of "things to come." There is a feeling that we are about to step out of our smug, old boundaries into exciting, new horizons and make intimate acquaintance with distant nations, strange people, and foreign ideas. Aviation is responsible—aviation the war is revolutionizing . . .



W. S. ALLEN

aviation the war has shoved ahead apparently a quarter of a century!

Today "no spot on earth, however distant, is more than 60 hours' flying time from your local airport," it is said. Think of it! Thousands of airplanes soon girdling the globe! The Air Age is virtually here. And nowhere is such a startling, sparkling development setting a speedier pace than here. Nowhere will the effects be deeper-rooted and farther-reaching than in the new and greater Dallas.

Mayor Woodall Rodgers sounded the keynote clearly and vigorously: "Dallas is the only city in the United States that

has laid out its program in a master plan and submitted to the people a bond issue of \$5,000,000, an amount sufficient for the development of two airports in addition to the two we now have, thus putting four major fields into operation at one time."

"Already we have sold \$1,000,000 of bonds, and have the money in the bank," he reports. "Most cities are in the talking and planning period. We are in the designing and acting stage. In fact, we are two years ahead of most cities now. And we expect to go ahead 10 years on our immediate program. We have assumed



the lead in the United States, and never expect to surrender it."

Frankly, I wish that every citizen of Dallas could have sat in my chair in Mayor Rodger's office as he unqualifiedly made these significant statements to me. You would have been indelibly impressed that Dallas will become the crossroads of national and international air travel after the war. You would have visualized this city as a vital export and import center. You would have felt that the impact of the coming Air Age is already here. When I reviewed the notable progress that other cities were making in aeronautical expansion, the mayor said: "I look for

Chicago to be the Dallas of the middle west, New York the Dallas of the East, and Los Angeles and San Francisco, the Dallas of the west, so far as aviation is concerned. Of course, Dallas has unquestioned air supremacy in the Gulf Southwest."

Why does Dallas seem destined to become the nation's outstanding aviation center? Along what lines? What recent, important developments reflect the imminence of such a pre-eminent position? What are some of the basic problems involved? I asked these questions and

By William S. Allen
Research Consultant

others not only of Mayor Rodgers. They cropped up when I met T. C. Forrest, Jr., consulting engineer who analyzed the site for the Lake June airport; Jack A. Tompkins, southern traffic manager, and Marihelen McDuff, publicity director for American Airlines, Inc.; traffic executives for Braniff Airways, Inc.; and William E. Lind, engineering assistant to the executive vice president of the Guiberson Corporation. And, of course, these issues repeated themselves when I spoke to J. H. Kindelberger, president of North American Aviation, Inc.; to Don Marshall, base manager of Lockheed Aircraft

(Continued on Page 43)

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The South's Dilemma

AS might have been expected in a turbulent election year, Congress reconvened after its Easter recess in an atmosphere of tension, acutely aware of the bitter political battles which must be fought on the home front contemporaneously with the prosecution of the most critical phases of the war abroad. The Washington picture is thus one of wariness and strain, with overtones of grimness and suppressed agitation. The major parties appear so evenly matched in both presidential and congressional races, and the issues at stake are so sharply controversial, that political Washington will be anything but restful in the months ahead.



DALE MILLER

Not the least harassed members of Congress by any means are those from the Democratic South. The majority are wearing the customary uniform of party loyalty, which is particularly donned during an election year, but it is apparent that many are suffering considerable embarrassment by doing so. It would be inexpedient to admit it publicly, but they are finding it more difficult than ever before to reconcile the ideology of the New Deal with the traditional tenets of the Democratic Party. It has never been possible to do so in the literal sense, but as long as the folks at home remained complacent there was no need to worry in Washington. Recent events, however, have made their position incongruous, and may even make it untenable.

One such incident was the recent Supreme Court decision opening the Democratic primaries to Negroes. Even those Southern Congressmen who did not go

home for Easter were fully apprised of the resentment of their constituents; their mail has been considerable. And while the indignation over this ruling should probably not be directed against the present administration, since the Court is supposedly remote from the ephemera of politics, the circumstance that seven of the nine Justices now sitting were appointed and confirmed under the tenure of the New Deal is considered significant by a number of elements in the South. Consequently, the effect of the decision is political rather than jurisprudential.

A more pertinent incident is the storm now brewing in the Senate over the anti-poll tax bill. By the time these observations appear in print a long and acrimonious filibuster may be in progress, engineered by Senators from the Southern States who have no other weapon with which to combat this obviously discriminatory bill. Whatever may be said publicly by the proponents of this bill, it is a practical fact that the attack on the poll tax system of the South is designed to court the political favor of Negroes and so-called "liberal" elements in States outside the South. Since this political assault has the tacit blessing of the Democratic administration now in power, it is not surprising that Senators from the Democratic South are deeply resentful. They feel it is a manifestation of callous ingratitude for the unfailing loyalty of the South to the Democratic Party through many lean years of the past.

Other incidents of this kind have occurred in recent years, the anti-lynching bill being an example. These incidents have been superimposed upon the broader evidences of disparity between the political philosophies of the New Deal and the Democratic Party—the former's penchant for bureaucracy, for instance, as contrasted with the latter's traditional advocacy of the rights of the sovereign States. In any event, these various incidents and trends are serving to emphasize to the South what disinterested observers have contended all along: That there is no real relationship, either geographical or sentimental, between the

present Democratic administration and the traditional Democratic Party. At least, that is what some Southern Congressmen are beginning to hear from home.

The situation in which these Southern Democrats have been placed is anomalous, to say the least, for no matter how much they may resent the present administration they have little choice but to support it. In the first place, it is universally agreed that the only presidential candidate who can be elected on a Democratic ticket this year is Mr. Roosevelt. The exigencies of politics require, therefore, that Mr. Roosevelt be supported, even if it means the usual free ride for the New Deal retinue. This is because it has been historically demonstrated that the successful candidate for President usually carries his Party members in Congress to victory with him, and thus Mr. Roosevelt's defeat would doubtless mean the defeat of many Democrats in Congress. Furthermore, although Democratic Congressmen from the deep South would probably be re-elected regardless, the defeat of Mr. Roosevelt would mean the loss of Party control of Congress. Thus, the Speaker of the House would be demoted to minority leader, and the chairmen of all committees would be reduced to ranking minority members.

The reason why the South is so easily exploited is, of course, that it remains monotonously and unfailingly loyal to the Democratic label. It sits on the shelf, neatly gift-wrapped for delivery on every election day. If it had a vigorous two-party system, its favor would be sought and its interests respected, just as the politically doubtful Harlems of the North are being courted just now, at the expense of the South, through such measures as the anti-poll tax bill. Since this condition does not prevail, however, the South can only ponder the paradox of its Party—a Party in name but not in fact. Meanwhile, the only alternative apparently remaining to its many able members in Congress is to do what they can, patiently and persistently, to work for reform of the Party within the framework of the Party itself.

Everett L. DeGolyer, Dallas geologist, has accepted an assignment from the government of Brazil for exploring petroleum possibilities in that country.

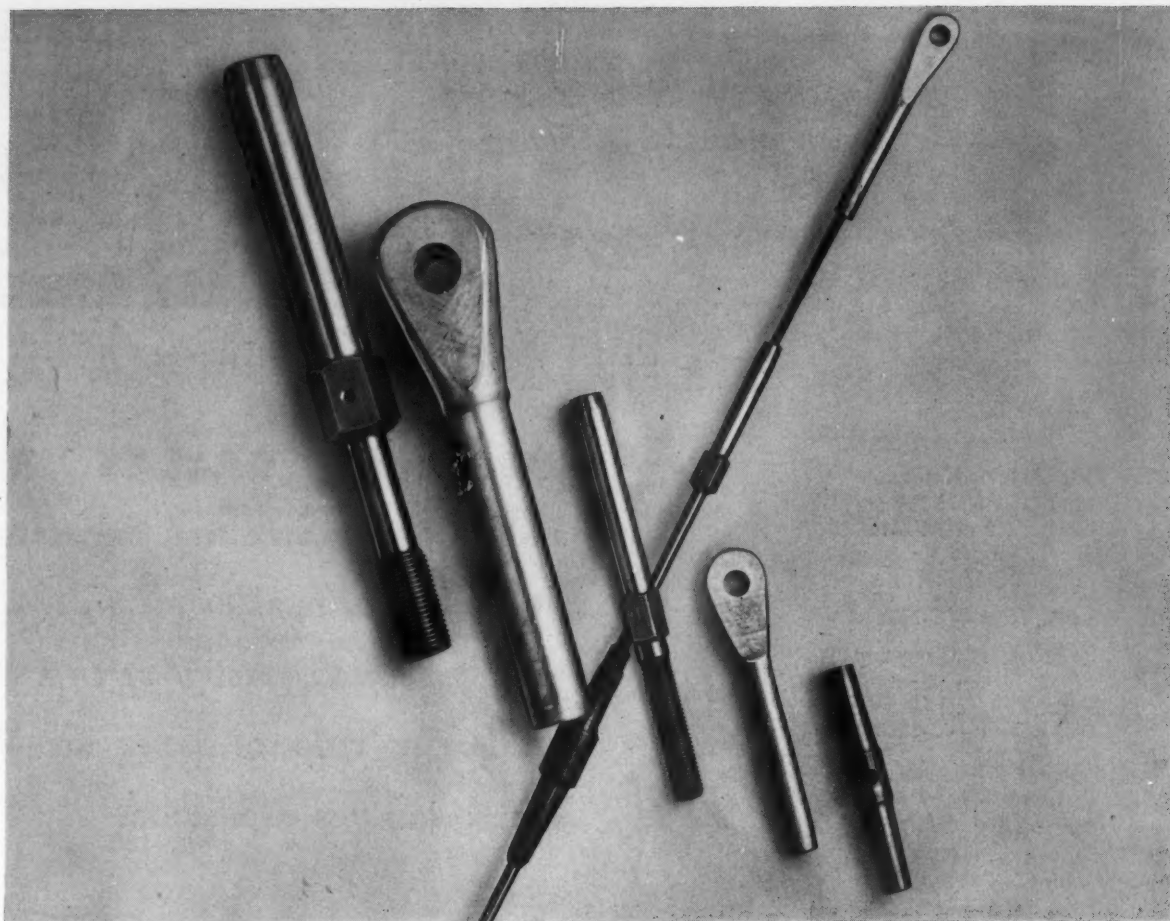
Joe M. Wynne has been appointed manager of the Dallas unit of the Texas Baptist Book Stores.

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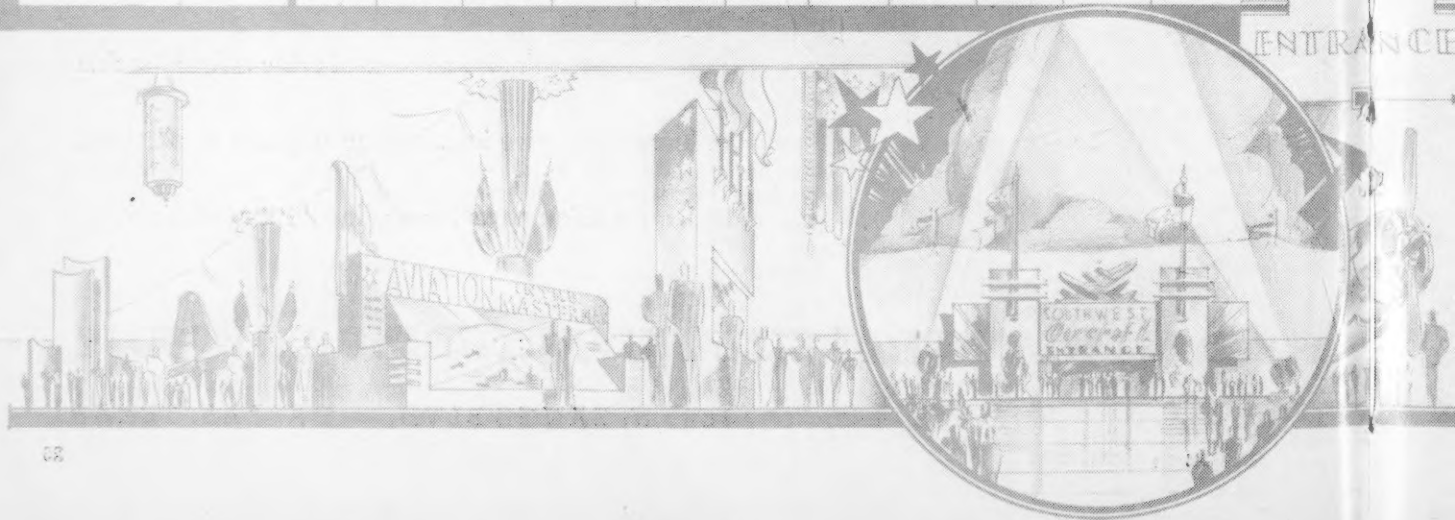
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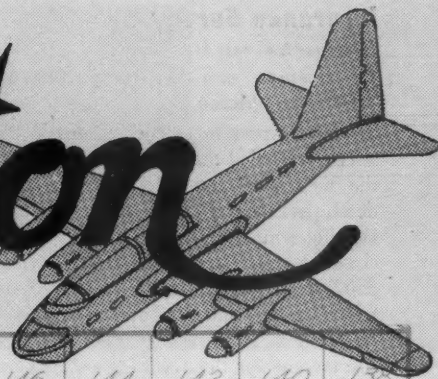
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ENTRANCE



RAFT ORIES

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Southern Aircraft Corporation
Garland, Texas — T-3-6179

Southwest Airmotive Company
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Southwest Industrial Equipment Co.
3215 Canton Street
Dallas, Texas — R-1634

Texlite, Inc.
2900 Factory Street
Dallas, Texas — D-4-1741

g Devices Company
12-14 Lovers Lane
as, Texas — L-7028

il & Refining Company
Texas Dallas, Texas

Machinery Sales & Supply Company
J. W. Nicholas, Manager
Dallas, Texas — R-3144

Magnaflux Corporation
1828 St. Louis Street
Dallas, Texas — C-7681

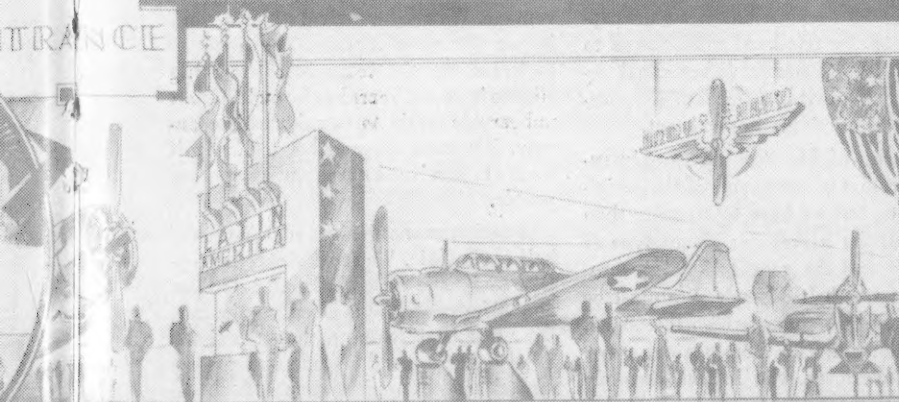
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TRANCE



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**DALLAS
TEXAS**

Insurance Survey

(Continued from Page 17)

for sickness, and the remainder expressed no opinion.

With respect to accidental death, the survey revealed that the big majority of the men were interested in accidental death benefits. Fifty wanted amounts varying from \$5,000 to \$10,000; 14 desired benefits varying from \$20,000 to \$50,000; 6 wanted \$1,000 to \$2,500; 16 wanted none; and the balance expressed no opinion. Approximately 80 preferred life income for the loss of two members, rather than lump sum settlements. There appeared to be little interest in the amount paid for loss of one member.

The survey showed that the small business man generally desired first-day coverage or a short elimination period. The big businessman, on the other hand, was found usually to desire a 90-day elimination period or longer, though there were

exceptions in both groups. The smaller businessman wanted relatively large accidental death benefits whereas among larger business men usually no accidental death benefit was desired.

Many differences of views were noted between the older and younger business men. Men under 45 were usually willing to have the policy discontinue at age 65. Older men, particularly those in their fifties, insisted they should have coverage as long as they were active in business. The younger man most often wanted life coverage for both sickness and accident, but the older man usually felt that five years was sufficient because their view was that within that time they would either succumb or recover. Younger business men expressed a desire for a natural death benefit. Older men were found to be less interested in this feature.

The Great American Reserve's new policy to be based on needs known and uncovered by the survey will be issued exclusively to business owners and executives, Mr. Wallace said.

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Free Enterprise

(Continued from Page 7)

success. We know that this system produced the strongest and most prosperous nation the world has ever known. It is the system that notwithstanding hampering regulations and restrictions is now outproducing the world in munitions of war just as it afforded its people enormous quantities of civilian goods in time of peace. Stalin himself admitted that the efficiency of our economy is the decisive factor that will win the war for the United Nations. Yes, the many actual evidences of real accomplishment all favor the American system.

What progress Russia made before the war and during the war has been at the expense of its people who have had very low standards of living notwithstanding the fact that they have worked very long hours. Under the Russian system the capital created by this hard work flowed to the state, living standards remained depressed and individual freedom of opportunity was practically non-existent.

Our way of life is incomparably superior to that of the people of the socialized state, but we have to do more than point out the advantages of our type of economy and the constitutional government on which it depends. We must be alert to avoid dangers which threaten it in insidious and far from obvious ways. Many Americans who believe sincerely in the free enterprise system support gov-

ernmental trends which if carried to their logical conclusion would destroy it.

Eventually every group in this country will suffer from the impairment of the system that made our country the most prosperous man has ever known. It is, therefore, to the advantage of all groups to preserve the American way of life. Grasping group selfishness can destroy a democracy as France so sadly learned. One of the most deplorable developments in recent years in this country has been the tendency to array class against class. Group selfishness has been encouraged and class consciousness has been accentuated for political purposes. A representative form of government cannot function for the best interests of all the people if it is subjected to the pressure of organized groups actuated by thoroughly selfish motives. If the people of this country wish to maintain the advantages of our way of life, they must abandon the advocacy of unsound group policies based on selfish advantage to their particular group. Business men, farmers, laborers, and veterans' organizations should all realize that our form of government cannot long endure if constantly subjected to pressure from organized groups with unreasonably selfish objectives. If that practice is continued in this country, it will wreck our economy and all our people will eventually suffer. Enlightened self interest calls for a national policy of fairness to all and unfair advantage to none. A government that coddles or pampers any particular group is sowing the seeds of ruinous discord.

We can learn many valuable lessons from the conduct of the war. Warfare is stark realism. Wars are won by hard work and hard fighting. Theories must give way to action. Missions are accomplished by painstaking effort. Team work is essential. The colonel appreciates the private for what he is and the private knows the colonel is in command because that arrangement is to their mutual advantage. We need a revival of team work in our peacetime pursuits. The tendency to break up the team into opposing cliques in recent years has brought almost unbearable strain to our domestic economy. We must reverse that tendency if we are to survive as a free and prosperous people.

A nation cannot be half socialistic and half capitalistic. We must vigorously oppose socialistic trends before it is too late and unfortunately it is already quite late. We must bear in mind that a national fiscal debacle could change our governmental and economic system with shock-

(Continued on Page 39)



Reproduced from the portrait of S. Allen Guiberson, painted by Dmitri Vail

7 HE manufacturing concerns in America today are accomplishing what yesterday was considered the impossible. Responsible for these almost unbelievable achievements are the men who head these concerns, whose unceasing efforts are making production history. The Guiberson Corporation of Dallas, Texas, is an outstanding example of such production achievement. Its president, S. Allen Guiberson, is typical of other such great company heads. The Guiberson Corporation, wishing to honor its president, decided upon a life portrait, and sought an artist who could faithfully bring out the living likeness, intimate character of expression, and retain the real personality of the man as his business associates and friends know him. As a result they decided upon Dmitri Vail, one of the younger artists, who has been winning national acclaim for his ability to faithfully capture the lifelike and intimate expressions of his subjects' personality.

Many corporations throughout America have likewise honored the guiding heads of their institutions by such a living portrait. However, there are many new industrial leaders who have not yet been so honored.

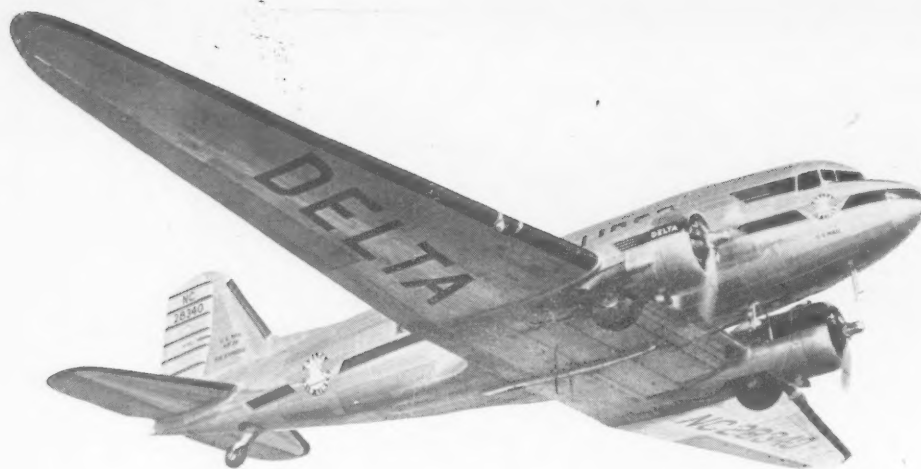
Do you wish to honor your "chief" in such an appropriate manner? Your inquiry is invited.

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DALLAS—and Delta

By Allen Birmingham

Dallas Traffic Manager, Delta Air Lines

EXPANDED air transportation service, linking Dallas directly with many new cities, has been proposed by Delta Air Lines in its various applications now pending before the Civil Aeronautics Board.

Back in 1929 when Delta first began passenger operations across the Deep South, Dallas was the western terminus of the line, and it has always been a major city on the company's Route 24 which links Texas with the Atlantic Coast, via Atlanta.



ALLEN BIRMINGHAM

The progressive, fore-sighted attitude toward aviation held by Dallas has made it one of the more important air termi-

nals of the nation, and is sure to give the city a prominent role in the post-war aviation picture. "And the new spokes in the Dallas air hub certainly will have a strong effect on the city's bright economic future.

In October, 1943, Delta inaugurated direct service between Dallas and New Orleans, via Shreveport, and has subsequently applied for permission to fly between New Orleans and Havana, Cuba. This route, if granted, will give Dallas a direct air route to Havana, a distance of only 1,178 miles, about 8 hours or less.

Other routes proposed by Delta which would directly affect Dallas include a line northward to Kansas City via Oklahoma City, Tulsa, and Joplin. This route would connect at Tulsa with another proposed extension running eastward to Birmingham, via Muskogee, Fort Smith, Little Rock, and Memphis. At Birmingham it would connect with Delta's "Trans-Southern Route" to Atlanta and Charleston, S. C., and Savannah, Ga., on the east coast.

In all, Delta seeks to add 37 new cities to its system, which would obviously increase the flow of travel into Dallas. This

increased travel would call for additional flights and improved air service generally.

John W. Carpenter of Dallas has been elected president of the Gulf Southwest Agricultural and Industrial Conference, which will have general headquarters in Dallas for its first year of activities. Other officers of the new organization which has grown out of the recent conference in Dallas of representatives of Southwest states to discuss development of natural resources include **C. Joseph Snyder** of Dallas, executive vice president, and **Fred F. Florence** of Dallas, treasurer.

New cargo traffic superintendent at Dallas for the Southern region for American Airlines, Inc., is **Ernest Charles Miehle**.

Hart Bowman, formerly an official of the Dallas Aviation School and consultant on aviation problems, has been named supervisor of aviation for the City of Dallas.

Albert S. Baskett has been elected special judge of Criminal District Court No. 2 by the Dallas bar and presiding judge by the district judges of Dallas County.

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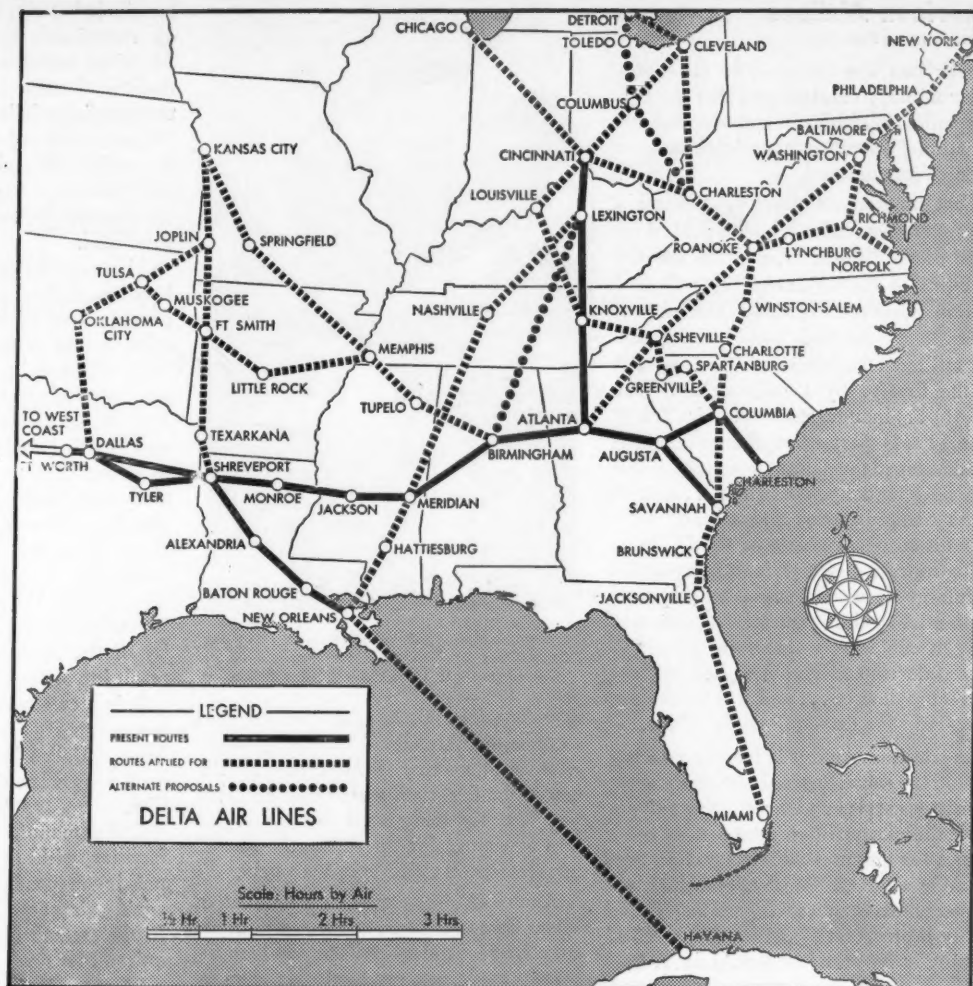
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This map shows how Delta Air Lines proposes to intensify its service in the South and to provide direct outlets to the key cities of the East and Middle West which have intimate business ties with communities presently served by Delta.



Mustang Adds to Fighting Fame

The achievement of Captain Don S. Gentile, pilot with the Eighth Air Force, in topping the World War I record of Captain Eddie Rickenbacker in number of enemy planes downed has brought additional recognition to the P-51 Mustang fighter produced in North American Aviation's Dallas plant.

Captain Gentile has exceeded Captain Rickenbacker's World War I record of 26 enemy aircraft destroyed with 27 Axis planes officially to his credit and three others shot down yet to be officially confirmed. Captain Gentile shot down the three planes while leading his Mustang fighter squadron in protective action for a group of Liberators during a mission over Germany.

In announcing the acceptance of 1,310 airplanes of three different types from North American's Dallas plant during the first quarter of 1944, Colonel Frank W. Cawthon, acting supervisor of the midwestern district at Wichita, Kan., of the Army Air Forces Materiel Command, said that North American's Dallas production in January, February and March was "an achievement equaled in few plants during a similar period."

Colonel Cawthon also reported that during the first six months of 1943 North American's Dallas plant produced 2,600 planes, "the largest number of airplanes produced by any single plant in the country in that period." North American builds the B-24 Liberator, P-51 Mustang and the AT-6 Texan trainer.

Plaques honoring them as past presidents have been presented by the Dallas Association of Building Owners and Managers to A. C. McNabb, E. M. Elliott, Harry Meador, P. L. Garth and R. B. Roorback.

New division news editor at Dallas of the Southwest division of United Press is Willard C. Haselbush.

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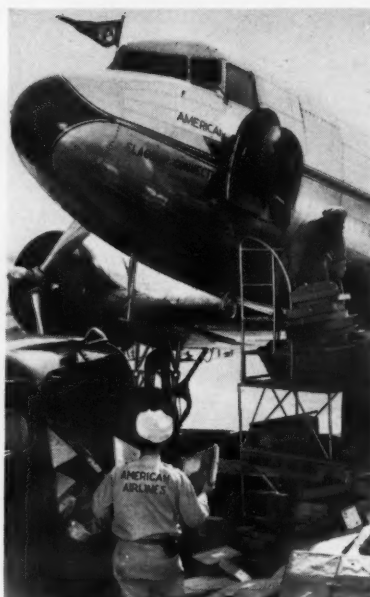
American Airlines

(Continued from Page 16)

can Airlines was flying world air routes under military contract and that the two companies would have considerable international operation experience to pool when peace comes.

That American Airlines can claim kin to progressive Dallas may be judged by some of the "firsts." American was the first line to fly a cumulative total of 1 million passengers (1937) and successively to fly the 2nd, 3rd, 4th, 5th and 6th million (the latter in 1943), as well as the first to fly 1 million in 1 year (1941) ... inaugurated the Air Travel Plan (1934) permitting charge accounts ... developed the Tiffany reservation system now used by most lines ... first to adopt Sleeper planes and a major contributor to development of the DC-3 ... inaugurated a materials laboratory under a full-time chemist ... started engineer apprentice training programs and was first to use Link trainers for pilots ... helped develop a number of de-icing and anti-icing devices ... and was first to use magniflux for detecting engine flaws.

In addition, American has played a big part in the war effort, as have many other domestic carriers, pioneering and flying new routes, training pilots, modifying planes for war uses and flying thousands of miles overseas. More than 1,200 employees have been working exclusively on Army projects lately, with another 3,700 putting in part time for the Army. A five-



Air cargo is shown being loaded aboard an American Airliner at Love Field for trans-continental all-cargo flight which daily touches Dallas.

man American Airlines crew recently was awarded the Air Medal for distinguished work in pioneering flights across the Atlantic, the first such award ever made. It was recently announced that American was operating for the Army the second largest overseas airline in the world.

American does not, like a number of other domestic lines, require additional financing for the future. The 1943 annual report, made recently to stockholders by President A. N. Kemp, indicates a strong financial position with a substantial part of capital funds available for early post-war expansion. The airline in 1943 showed a profit of over three million dollars, after a provision of \$1,750,000 to cover transition from wartime to normal peacetime operation.

Not only will Dallas be a great domestic and international air passenger

terminal; but also a great air cargo depot on American's system. Last August, American inaugurated the first transcontinental all-cargo flight in the history of commercial aviation, a flight that touches Dallas and six other Southwest points. It is possible that air cargo in the future may become a bigger revenue producer for the airlines than passengers and mail combined.

Air cargo holds promise of playing a leading role in the reduction of the comparative cost of air transportation with other forms of shipping. The handling costs attendant upon transport shipping may be eliminated when shipping by air.

Food, such as is produced in the Southwest, holds certain opportunities for air transport both in the domestic and foreign field. Dehydration developments promise a concentrated and highly valuable cargo for aircraft. In the future, perishables may go by air cargo with a speed which, coupled with the reduction in refrigeration costs and improved quality of the product on the market, may result in volume shipment by air.

It is a common sight at Love Field to see carton after carton of day-old chicks from a Dallas hatchery being carefully loaded on Flagships bound for Mexico City.

Dallas manufacturers and shippers are familiar with the unavoidable cost of packing a product for shipment. Here, again, air cargo makes a contribution. In the smooth ocean of air, packing requirements need not be so stringent.

The speed of air transport will have a substantial effect on retailers. It will no longer be necessary to place a merchandise order weeks or months in advance, blind to the actual market demand at the time the merchandise is available for sale.

Possibly no section of the country will benefit more by air cargo transportation than the Southwest market area, which has long been handicapped by excessive freight rates. But now the prospect of larger and faster planes may be an answer to the problem that has faced this section to the point of hindering its fullest economic growth.

Flying Southwest-made goods down to the Mexican market is an especially bright spot on the horizon. Transportation in that direction has always been difficult, with limited railway facilities and length of time involved. Yet the Pan-American market and its logical trade dependence on the Southwest from a geographical consideration alone is a contributing factor to the bright air cargo future of the Southwest.

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Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

- 1869 The Schoellkopf Co.**
75 Years (See Photo No. 2)
Manufacturers and Wholesale Distributors
- 1869 Padgett Bros. Company**
75 Years (See Photo No. 1)
Leather Goods—Wholesale and Retail
- 1872 Dallas Ry. & Term. Co.**
72 Years (See Photo No. 3)
Street Railways
- 1875 Dallas Trans. & Term. Warehouse Company**
69 Years (See Photo No. 4)
Warehousing, Transportation and Distribution
- 1875 First Natl. Bank in Dallas**
69 Years (See Photo No. 5)
Banking
- 1876 Trezevant & Cochran**
68 Years (See Photo No. 6)
Insurance General Agents
- 1876 Fakes & Company**
68 Years (See Photo No. 7)
Furnishing Texas Homes Since 1876
- 1876 Ed. C. Smith & Bro. Undertaking Company**
68 Years (See Photo No. 8)
Funeral Directors
- 1885 Mosher Steel Co.**
59 Years (See Photo No. 9)
Structural Reinforcing Steel and Machinery Repairs
- 1889 J. W. Lindsley & Co.**
55 Years (See Photo No. 10)
Real Estate, Insurance
- 1890 William S. Henson, Inc.**
(Successors to J. M. Colville & Son)
54 Years (See Photo No. 11)
Printing and Advertising
- 1893 Fleming & Sons, Inc.**
51 Years (See Photo No. 12)
Manufacturers—Paper and Paper Products
- 1896 Briggs-Weaver Machinery Company**
48 Years (See Photo No. 13)
Industrial Machinery and Supplies

Established

- 1899 Dallas Plumbing Co., Inc.**
45 Years (See Photo No. 14)
Plumbers
- 1900 John Deere Plow Co.**
44 Years (See Photo No. 15)
Agricultural Implements
- 1903 Dallas National Bank**
41 Years (See Photo No. 16)
Banking
- 1903 Acme Screen Co.**
41 Years (See Photo No. 17)
Ac-Ka-Me Products, Insect Screens, Cabinets, Lockers, Boxes and Venetian Blinds
- 1903 Republic Insurance Co.**
41 Years (See Photo No. 18)
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance
- 1903 First Texas Chemical Mfg. Company**
41 Years (See Photo No. 19)
Pharmaceutical Manufacturers
- 1904 Atlas Metal Works**
40 Years (See Photo No. 20)
Sheet Metal Manufacturers
- 1906 Hesse Envelope Co.**
38 Years (See Photo No. 21)
Manufacturers of Envelopes & File Folders
- 1909 Hutchinson-Bonner & Burleson**
35 Years (See Photo No. 22)
Certified Public Accountants
- 1909 The Southern Supply Co.**
35 Years (See Photo No. 23)
Wholesale Hardware and Industrial Supplies
- 1911 Graham-Brown Shoe Co.**
33 Years (See Photo No. 24)
Manufacturing Wholesalers
- 1912 Stewart Office Supply Co.**
32 Years (See Photo No. 25)
Stationers—Office Outfitters
- 1914 Texas Employers Ins. Assn.**
30 Years (See Photo No. 26)
Workmen's Compensation Insurance

(Advertisement)

IN DALLAS *Last Month*

Honors were conferred upon **Dr. William E. Howard** and **G. B. Dealey** of Dallas by the Sons of the Republic of Texas at their annual meeting April 18 in San Antonio with the award of the Order of the Knights of San Jacinto, which, established by General Sam Houston during the days of the Republic of Texas, is bestowed upon Texans who have distinguished themselves in the fields of science, literature or the arts.

John H. Rauscher and **J. S. James, Jr.**, of Dallas were re-elected chairman and vice chairman respectively of the Texas Association of Investment Bankers at the organization's annual meeting in San Antonio April 18. **George W. Culler** of Dallas was re-elected executive secretary and **Louis F. Rodgers** of Dallas was continued on the executive committee.

Recipient of a handsomely engraved scroll appointing him a lieutenant colonel and aide-de-camp on the staff of Governor Ellis Arnall of Georgia is **Sheriff R. A. Smoot Schmid** of Dallas.

R. M. Speer of Dallas was elected vice president of the Retail Furniture Association of Texas at the organization's annual meeting in Fort Worth April 14. **H. E. Dill** of Dallas was re-elected executive vice president. **F. L. Rigney** of Dallas was elected to a two-year term on the board of directors.

John P. Costello of Dallas has been appointed a member of the nominating committee of the National Association of Life Underwriters.

W. V. (Smoke) Ballew, formerly vice president and general sales manager of the Dr. Pepper Company, is president of the new marketing organization of W. V. (Smoke) Ballew and Associates, which has been formed in Dallas with offices in the Southwestern Life Building. **G. B. Rothell** will be associated with Mr. Ballew.

George T. Brewer has been elected president of the Dallas Purchasing Agents Association for the ensuing year. Other officers are **Bart T. Holden** and **R. G. Williams**, vice presidents; **J. R. Millikan**, secretary; **L. B. Mitchell**, treasurer; and **Fred D. Bradley**, national director.

Andrew Q. Allen, who for the last six years has been head of the elementary department of the Southern Baptist Sunday school board at Nashville, has been appointed to the newly-created position of business manager of Baylor University Hospital.

T. W. Rutledge has been elected assistant cashier of the Liberty State Bank in charge of the personal loan department.

John H. Whittington has been appointed sales manager for the Van Winkle Motor Company, Dallas Pontiac dealer.

Fred F. Florence has been elected vice president of the Dallas Civic Music Association succeeding the late Edward Titche. **Mrs. Helen George** has been appointed executive secretary. New directors are **Mrs. Thomas Bacon**, **Mrs. L. B. Denning, Jr.**, **Mrs. A. B. DeClonis**, **Mrs. Morton Marr**, **Mrs. Chester Olff**, **Mrs. J. Winterman**, **W. P. Bentley**, **Paul Emery**, **Ray Nesbit**, **Dr. L. M. Sellers**, **Lon Tinkle** and **Ernest Tennant**.

Robert B. Mayer has been elected to the board of governors of the Dallas Foundation.

President of the Dallas Rotary Club for the new year beginning July 1 is **F.**

"Maid of Cotton" Is Dallas Visitor



During her recent visit in Dallas, Miss Linwood Gisclard of Donaldsonville, La., 1944 "Maid of Cotton," was honored with a luncheon at the Baker Hotel by the Dallas Cotton Exchange. She later visited the floor of the exchange, when this picture was made. Shown, left to right, are: **C. R. Boatwright**, a member of the exchange's entertainment committee; **Miss Ethel Rantz**, assistant to the manager of promotion of Lever Brothers Company, Shreveport department store; **Miss Clara Ferguson**, style director for

Lever Brothers; **Miss Gisclard**; **Mrs. Elizabeth Harris**, Lever Brothers; **A. S. Hohenberg**, president of the Dallas Cotton Exchange; and **A. S. Taylor**, chairman of the entertainment committee.

Miss Rantz, **Miss Ferguson** and **Mrs. Harris** are accompanying the "Maid of Cotton" on her tour of the country under sponsorship of the National Cotton Council, during which she is devoting most of her activities to the selling of War Bonds. She is also displaying a wardrobe completely made of cotton.

O. Burns. New vice president is **Harry C. Withers.** New directors are **J. B. Adoue, Jr., Neal Dunlap, R. H. Gamble, R. R. Gilbert, Dr. Umphrey Lee, Allen Merriam** and **Ewell Walker.**

J. B. Clegg, formerly of Trinity, Texas, has become associated with **Eugene DeBogory** in the practice of law, with offices in the Republic Bank Building.

Jones F. Stadden has been appointed director of the service and mechanical department of Alexander Motor Company.

A. A. Patterson, formerly assistant branch manager at Kansas City, has been named assistant manager of the Dallas

farm equipment branch of the International Harvester Company.

Howard Froman, employee of Titche-Goettinger Company for the last fourteen years, has been elected to the board of directors to fill the vacancy left by the death of Edward Titche.

Myron Everts, N. G. Guiberson, J. C. Muse, Jr., and Leslie Waggener have been added to the board of trustees of the Dallas Historical Society.

R. E. Cole of Dallas was elected vice president of the Southwestern Paper Merchants' Association at the annual meeting April 21 in San Antonio.

Capt. J. F. Lucey has been named a member of the board of governors of

Elected by Texas Jaycees



Brian Murphy was elected executive vice president of Region 3, Texas Junior Chamber of Commerce, at the organization's three-day war conference in Odessa April 20-22. He is a director of the Dallas Junior Chamber of Commerce in charge of fellowship and athletics. His region comprises fourteen Jaycee groups in northeast Texas including Dallas.

the Dallas Foundation, succeeding to the place held by **Frank L. McNeny**, whose term of office has expired.

Five Dallasites have been elected to membership in the Controllors Institute of America: **Charles M. Billman, A. D. Harder, Richard A. Smyer, Felix H. Tucker,** and **Donald Turner, Sr.**

Honored By Missouri U. Alumni



George B. Dealey (left), chairman of the board of the Dallas Morning News, is shown receiving from **Alfonso Johnson** a certificate of honorary membership in the Alumni Association of the University of Missouri. Presentation was made on behalf of **Frederick S. Middlebush**, presi-

dent of the University, at a meeting of Dallas alumni, who elected new officers as follows: **Mrs. Henry Jacoby**, president; **Clifton Blackmon**, vice president; and **Miss Helen Bullock**, secretary-treasurer. **Mr. Dealey** holds an honorary Doctor of Laws degree from the Missouri school.



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100 Business Executives
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We asked 100 business men—presidents of big corporations, owners of small business, key executives in different types of business and industrial organizations—what features they would like to have in a Health, Accident and Hospitalization policy.

They told us very frankly what they wanted, and we went to work creating a policy which would incorporate as many of these features as possible.

RESULT OF THE SURVEY

The result is the Great American Reserve "*Business Group Income Policy*" which will be available to Business Owners and Executives only, on and after May 1st. A few of the features incorporated in this unusual policy are listed briefly in the box at the left.

GREAT AMERICAN RESERVE
INSURANCE COMPANY

715 N. St. Paul Street ... DALLAS
Old Line Legal Reserve Stock Company



***Statement of Condition at the Close
of Business April 13, 1944***

First National Bank
in Dallas

A S S E T S

Cash on Hand and Due from Banks -	\$ 69,485,810.81
United States Securities Owned -	124,979,754.20
Stock in Federal Reserve Bank -	360,000.00
Other Stocks and Bonds -	2,066,859.51
Loans and Discounts -	55,439,675.54
Furniture and Fixtures -	244,864.11
Banking House -	2,145,000.00
Other Real Estate -	72,450.20
<i>Total</i> -	<u><u>\$254,794,414.37</u></u>

L I A B I L I T I E S

Capital Stock -	\$ 6,000,000.00
Surplus Fund -	6,000,000.00
Undivided Profits, Net -	4,409,842.26
Reserved for Taxes, Etc. -	741,716.08

DEPOSITS—

Individual -	\$143,610,585.50	
Banks and Bankers -	66,159,533.84	
U. S. Government -	27,872,736.69	237,642,856.03
<i>Total</i> -		<u><u>\$254,794,414.37</u></u>

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

American National Bank Organized for Oak Cliff

Cooper E. Wyatt will serve as president of the newly organized American National Bank of Oak Cliff, which has been chartered for immediate operation by the Comptroller of Currency, Washington.

The new bank, which will open about June 15 in a remodeled building on a corner near the Republic National Life Building on Jefferson Avenue, will have a capital of \$200,000, surplus of \$200,000 and undivided profits of \$50,000, comprising totally paid up capital structure of \$450,000.

Mr. Wyatt, formerly president of the South Dallas Bank & Trust Company, will continue as president of the Hillcrest State Bank. Officers serving with Mr. Wyatt will include J. C. Anderson, Jr., vice president, who has resigned as regional treasurer of the Home Owners Loan Corporation; Sam L. Randlett, cashier, formerly associated with the First National Bank in Dallas; and Rosser J. Coke of the law firm of Coke & Coke, general attorney.

Directors will include John J. Foley,



COOPER E. WYATT

Roland H. Ellis, H. B. Goodnight, Vernon D. Singleton, William J. Bryan, Edward R. Maher, Ben H. Mitchell, Marc Anthony, Fred F. Alford, Dr. W. D. Jones and Mr. Wyatt.

Free Enterprise

(Continued from Page 28)

ing rapidly. Keep in mind that our way of life is dependent on our form of government. Remember that our constitutional government with its intelligently designed system of checks and balances has been under terrific pressure in recent years. Adjustments resulting from this pressure could wreck our type of economy. Bear in mind that unbearable national debt could bring the same ruinous result.

So we must not only support the principles of free enterprise, we must defend constitutional government and we must advocate sound fiscal policies. These things can be done without in any way impairing our individual contributions to the war effort. The fact of the matter is that we have an obligation to our fighting men to keep America American. The German armies they are fighting in Europe are practically all Nazis. That, of course, is the name of the national socialist party. Hitler won the adherence of the German people with his promise of work and security. If they had studied history objectively, they would have learned that socialism meant the expansion of govern-

mental power at the expense of individual rights. Governmental expansion has a tendency to grow at an accelerated rate as new regulations must be supplemented by others to make them effective. Americans have learned something about this process in recent years. And so, step by step, Hitler increased his power until his word was law and the Germans who surrendered their rights for collective security became the pawns of the Dictator.

Now none of us believes that America is going to follow in the exact footsteps of the Germany of national socialism. But history teaches that great nations rise and fall and that national decline is almost inevitable when a people accept governmental encroachment for security sake in place of depending on individual initiative and energy.

In a war a certain amount of governmental regulation is necessary, but remember before Pearl Harbor we had experienced a tremendous increase in governmental interference with collective and individual rights. It is common knowledge that this governmental encroachment increased our debt enormously, lowered efficiency and increased costs in projects previously considered

beyond the province of government. This expansion placed many thousands on the public payrolls. Some of these public employees have a rather natural desire to perpetuate the system which created their employment. Others never have believed in the fundamentals of our constitutional form of government and are in some cases insidiously and a few cases openly using their public position to undermine our economic system. If they have their way, we will drift into a form of state socialism which will eliminate the incentive which has stimulated the development of America since it was first settled.

But winning our way back will not be an easy matter. We have not yet paid the bill for the so-called prosperity we have experienced in recent years. It will take plenty of hard work to replace the wealth destroyed by this war. It will take courage to carry the load of our national debt. It can be done if we as a people recover the independence, the spirit, the courage, the energy and the industry of the generations that turned a wilderness into the most prosperous nation in history.

America was not made great by governmental edict, by pampering and by coddling. This country developed because our constitutional form of government

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Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

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with its checks and balances was fundamentally sound. It was a form of government which kept free enterprise free. And that is the only way our economic system can survive. Our citizens believed in thrift and hard work. They believed in the incentive system with its rewards for achievement. Those who governed the country realized that a country develops under the capitalistic system when a reasonable share of profits can be plowed back into the businesses of the individuals or organizations responsible for that development. This world leadership was not accomplished without trial and tribulations or discouragements and setbacks. The men and women who built America had the courage and the tenacity to overcome their difficulties. They did not expect to be legislated into comfort and security. They had an independence of spirit without which our ancestors never could have been pioneers of progress. They had their financial panics, their floods and their droughts, but they had the courage and the common sense to adhere to the principles of sound fundamental economics. They did not believe that all their problems could be solved in Washington and all their difficulties overcome by government.

It is altogether probable that we are

Dallas Invites 1945 Regional Chest Meeting

An invitation to make Dallas the 1945 conference city has been extended the Southwestern regional organization of Community Chests and Councils, Inc., by R. R. Gilbert, president of the Dallas War Chest.

The national association of Community Chests and Councils includes all major Community and War Chests and is now functioning closely with the National War Fund in its program of war service and war relief. The seventeen National War Fund agencies are included in the Dallas War Chest.

Five states—Texas, Oklahoma, Louisiana, Arkansas and New Mexico—are currently included in the Southwest area of the Community Chests and Councils but the national office is considering enlarging the region. Fred M. Lange, executive secretary of the Dallas War Chest, was elected first vice president of the Southwest region at the recent conference in Tulsa.

approaching the crossroads where we must leave the road toward a form of socialism that we have been following in recent years and take the path that leads back to fundamental Americanism or else march on at an accelerated pace to some type of collectivism.

If we are to take the road to socialism, we will follow some leaders who believe in socialism and also some who are leading us that way without knowing that when they impair our constitutional form of government and hamstring free enterprise, they are inevitably taking us toward some form of national socialism. If we are going that way, let us see what history teaches about that type of state. It has been tried many times, but it has never developed a really high standard of living because it lacks the incentive for the production of wealth and can only function through a strong central governing head to whom great powers must be delegated. The result is that its people do not have real freedom. Germany and Russia have socialistic and collectivistic forms of government. Anyone really fa-

miliar with the situation in Germany and Russia before the war and during the war knows that its citizens are not really free in the American sense of the word. About all any socialistic form of government has been able to give its people has been work and the bare necessities of life. Freedom of opportunity, freedom of choice in the ordinary affairs of life, freedom in its great broad sense is the priceless heritage of our way of life.

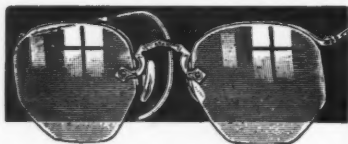
Freedom as we Americans have known it cannot exist if we continue along the path toward a centralized government of ever growing concentrated power. It is highly doubtful if the average American is willing to surrender his independence for a promise of government dispensed security. The trouble is that those who promise the security do not tell the price. They leave the misleading implication that the blessings of the free enterprise system will still flow after we have a type of government that will stifle processes that gave us our high standard of living. They do not remind their listeners that a man in prison has security. He is reasonably well fed, clothed and housed. He has freedom of religion and freedom of speech. But he does not have freedom of opportunity. This prisoner can actually be compared in many ways with the citizen of the socialistic or collectivistic state who has some privileges but no real freedom of opportunity. If an American were forced to live in such a state, he would indeed feel imprisoned by the restraint on his accustomed freedom.

Now if Americans are being led into something they really do not want, it is the duty of those who believe they are being misled to expose the sophistries of the false leaders.

So let us preach the gospel of constitutional government and sound economics. Let us emphasize that group selfishness can ruin a democracy to the detriment of all classes.

Let us emulate the industry, the thrift, the independence and the courage of the men who made America great, and we can preserve the priceless heritage which they bequeathed us—that benefaction for which the founders of this republic were willing to die—Liberty.

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Fixtures, Designed by
Sales Engineers. AT YOUR
SERVICE. NO OBLIGATION

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FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS

Your Chamber of Commerce

(Continued from Page 10)

Commerce. To them the answer is that here is an organization that is doing something for you better than you can do it for yourself. It is thinking for you, planning for you, working for you and watching for you when you yourself may not be aware that anything detrimental to your interests is abroad in the land.

The reason you should support it is that it cannot exist without support and your responsibility is just that of any other straight-forward, square-shooting individual or corporation, which means to pay its way as it goes, and shoulder its share of the responsibility for an organization and corporation that serves it, and the community in which it lives and does business.

By supporting the Chamber of Commerce, which is the representative civic and business organization of the city, you have the satisfaction of knowing that you are playing your part in safeguarding, conserving, upbuilding and advancing the civic interests of Dallas.

Not only the regular staff of the Chamber of Commerce is working for you, but any number of committees composed of the leading citizens of the community. It

is they who are thinking for you five, ten, fifteen and in some cases twenty-five years in advance of the actual needs of today.

Do you know the Board of Directors of the Chamber of Commerce meets regularly to consider and attempt to solve in a broad and unselfish manner the ever increasing and perplexing problems that affect the civic welfare of the community?

Do you know that other groups are constantly scanning the industrial horizon to interest any possible new factory or employment group in locating in Dallas, if Dallas is in a position to offer anything attractive? And, of course, the Chamber of Commerce is vitally interested in and constantly co-operating toward the expansion, promotion and general welfare of all existing Dallas industry.

At a recent convention it was said, "The needs of its merchants, the protection of its business, the development of its industry, the cultivation of its market, the extension of its trade—these things as a matter of course are part of the Chamber's program. But these are only the skeleton. There must be recreation and religion. There must be aesthetic and cultural influences. These, too, in their

broader aspects, are the concerns of the Chamber of Commerce."

Just as a man's mind for its best development must have commerce with the arts as well as the industries, with literature as well as with life, with ideals as well as with interest, for the fullest enjoyment of the years which are vouchsafed him, so must a city have an organization which correlates these not so dissimilar factors of living, which brings them within the grasp of the community as a whole, which thinks and plans ahead for the future, and which acts as a clearing house for all and several of its citizens, their ideas and aims, hopes and aspirations, and this without self-seeking, and with only a limited degree of support.

This is the Chamber of Commerce. This is the Dallas Chamber of Commerce. This is your Chamber of Commerce. And you dare not let it lack! No more than you would forego your obligation to church and school, to lodge and association, to friend and family.

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and supplier of aviation materials and equipment.

AIR ASSOCIATES, INC.

Teterboro, N. J.

Dallas, Texas

Los Angeles, Cal.

Chicago, Ill.

Dallas Aviation Show

(Continued from Page 18)

Mr. Critz was treasurer; Mary Patton, secretary; and Mayor Rodgers, honorary chairman. Robert S. LeSage was host at a reception honoring Army and Navy officials which preceded the Aviation Dinner. S. Allen Guiberson, III, and George Haddaway were hosts at a reception and buffet supper honoring members of the Aviation Writers Association.

Groups and individuals co-operating in the sponsoring of the exposition included the J. L. Stuart Company, Dallas Transfer Company, Lang Floral and Nursery Company, Mustang Airport, Roscoe Lightcap, Hal Worth, Red Arrow Lines, State Fair of Texas, Modern Art Studios, W. W. Caruth, Jr., Texas State Guard, the U. S. Marine Corps, U. S. Coast Guard, U. S. Navy, U. S. Army, Eighth Service Command, U. S. Army Air Forces, materiel command, and U. S. Army Air Forces, training command.

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Baker Hotel
Braniff Airways, Inc.
James L. Camp
Campbell Aircraft Company
Coca-Cola Bottling Works, Inc.
Continental Motors Corporation
Dallas Chamber of Commerce
Dallas Clearing House Association
Dallas Manufacturers and Wholesalers Association
Dallas Power & Light Company
Dallas Railway & Terminal Company
Drake, Alexander & Drake
Dr. Pepper Company
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W. A. Green Company
The Guiberson Corporation
Guiberson Diesel Engine Company
Gulf Oil Company
A. Harris & Company
Hart Furniture Company
Humble Oil & Refining Company
Interstate Circuit, Inc.
The Jefferson Hotel
Lone Star Gas Company
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Magnaflux Corporation
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Mustang Aviation School
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C. A. Rowe
Safeway Stores, Inc.
Sanger Brothers
Sears, Roebuck & Company
Southern Flight
Southland Life Insurance Company
Southwest Airmotive Company
Southwestern Bell Telephone Company
Southwestern Life Insurance Company
Sun Oil Company
Roy R. Taylor—Southwest Aircraft Company
The Texas Company
Titcher-Goettinger Company
White-Plaza Hotel

Exhibitors

Aero Products Division
Air Associates, Inc.
Composed of:
Berry Brothers, Inc.
The B. G. Corporation
Champion Spark Plug Company
Charles Fischer Spring Company
Electric Storage Battery Company
Grimes Manufacturing Company
H. L. B. Corporation
International Flare Signal Division
Kilgore Manufacturing Company
Kollsman Instrument Division of Square D Company
G. B. Lewis Company
Reading Batteries, Inc.
Scott Aviation Corporation
Sensenich Brothers
Switlik Parachute Company
Weems System of Navigation
Air Communications, Inc.
Aircraft Sales Company
Composed of:
Fahlin Manufacturing Company
Lear Aviation, Inc.
American Phenolic Corporation
Associated Aviation Underwriters
Butler Manufacturing Company
Civil Aeronautics Administration
The Cleveland Pneumatic Tool Company
C. L. E. Products Company
Continental Motors Corporation
Dallas Aviation School and Air College
Dolan Aircraft Manufacturing Company
E. B. Germany & Sons—Ercoupe Sales
Guiberson Diesel Engine Company
Gulf Oil Company
Hargett Electric Company
Jacobs Aircraft Engine Company
Kelite Products, Inc.
Magnaflux Corporation
McDowell Manufacturing Company
North American Aviation, Inc.
Pioneer Parachute Company, Inc.
Romec Pump Company
Simplified Flight Calculator Company
Southern Aircraft Corporation
Southern Flight
Southwest Airmotive Company
Composed of:
Bendix Products Division
The B. G. Corporation
Cambridge Instrument Company
Eclipse Pioneer
Firestone Aircraft Company
Freedman-Burnham Engineering Corporation
The Goodyear Tire & Rubber Company
Hamilton Standard Propellers
Humble Oil & Refining Company
Kollsman Instrument
Lycoming
Pesco Products Company
Pratt & Whitney Aircraft
Ranger Aircraft Engines
RCA Victor
Scintilla Magneto Division
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Sperry Gyroscope Company, Inc.
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Southwestern Plastics Company, Inc.
Stearman Aircraft, Inc.
Texlite, Inc.
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U. S. Army Air Forces (Training Command)
U. S. Army—Eighth Service Command
U. S. Coast Guard
U. S. Marine Corps
U. S. Navy
U. S. Navy—Bureau of Aeronautics

Dallas Wins Honors For Traffic Safety

Awarded first place for cities of over 100,000 population in the 1943 intercity traffic safety contest, Dallas, with 29 traffic fatalities, will receive its honor at the joint conference of the Texas Safety Association, Texas Police Chiefs' Association and Texas Traffic Courts Conference in Dallas May 9-10.

Post-War Opportunities

(Continued from Page 23)

Corporation, and to Hart Bowman, city supervisor of aviation, and to others.

Now it happens I've been around the lot a little interviewing men and women in various lines of trade. But here was an enthusiastic and yet as realistic a group as one would ever meet. Incidents and events in aviation are occurring so rapidly that hardly is the printer's ink dry on the story before it is past history. Do you wonder that some writers and speakers have let their imaginations get out of hand as they pictured the post-war skies blackened with airplanes "flying almost with the speed of sound?" Yet the people I came in contact with this month were not "above the clouds." They were very much "down to earth," despite the prediction of a helicopter in every backyard.

Such people realize fully the immensity of aviation. At the moment aviation is actually our biggest business. It is a twenty billion dollar business. It is reportedly five times as large as the automobile industry at its peacetime peak. Of course, the war has necessitated the employment of some 80 times as many people in aviation and its allied activities as before. True, gross automobile sales in 1939, our last peacetime year, reached about two and three quarter billions. And aviation amounted to only about 300 millions.

However, future aviation history will regard this comparison as a product of a different age. Pearl Harbor marked the end of one era and the beginning of another. We have since engaged in a titanic struggle for mastery of the air. In the process, aviation has expanded to undreamed-of heights. The development after the war will quite naturally resolve itself into four distinct phases: (1) mili-

tary aviation; (2) manufacturing of planes and parts; (3) private flying or civil aviation; and (4) commercial air transport. Let us consider all of these aspects in rotation.

What, then, is the outlook for military flying? First of all, aviation and Texas are almost synonymous. Texas attracted national attention with the greatest network of military aviation training fields in the nation. Randolph, Brooks, Kelly and other airfields are now household words in all the 48 states. Hensley Field, owned by the city of Dallas, will eventually be one of the country's finest. It

will be used extensively after the war. Its three concrete-paved runways, each some 5,200 feet in length, now being completed, are only one feature that has put Dallas squarely on the military map. But perhaps even more striking, Hensley Field has inscribed the city in the hearts and minds of military flyers from all over America.

After the dawn of peace, what? "These men will not forget that the climatic conditions of the Southwest make the skies available practically every day in the year to pilots of all kinds of planes," Mayor Rodgers ventured. "This is not true in

Tribute where Tribute Is Surely Due

The men and women who operate street cars and buses in Dallas are surely due a tribute. Not only are they transporting more than 50 per cent more people daily than they did before Pearl Harbor, they are having to tussle their way through traffic which is equally as heavy as it was before the war. Then, too, they are having to work longer hours due to the manpower shortage. Many of them are working seven days a week, while others are working two shifts daily in order that this vital service may continue full tilt.

This Company salutes its employes on behalf of the people they serve... that vast majority of the people of Dallas who are riding street cars and buses daily in Dallas.

DALLAS RAILWAY & TERMINAL CO.

**Buy
War Bonds**

the North and East, but on the contrary weather conditions constitute an insurmountable hazard. Trained mechanics as well as pilots will be plentiful in all sections of the country. Naturally, the best of them will gravitate to the center that attracts their services."

Mayor Rodgers continued: "Location and resources favor us as well as climate. We hope, therefore, to become the leading aviation manufacturing center of the United States." As a matter of fact, we are off to a flying start. The mayor pointed out that "one of the largest modification centers in the United States is now located at Love Field. Other plants in this area include Continental Motors Corporation and Southern Aircraft Corporation. Another case in point is the Guiberson Corporation.

"We are making parts in Dallas for companies on both of our coasts," William E. Lind of the corporation asserted. "Also, the Guiberson Diesel Engine Company is the only company in the country that has a light weight, radial, air-cooled Diesel engine suitable for aircraft use. . . . In my opinion, Diesel power will provide the economical power plants of our private, cargo and freight planes of tomorrow." Harold V. Coes, president of the American Society of Mechanical Engineers, supports this view: "With reasonable development, a good percentage

of aircraft engines in the future may well be diesels."

Perhaps the outstanding example of airplane manufacturing facilities here is the huge plant of North American Aviation, Inc. J. H. Kindelberger, president, revealed: "Of course North American expects to remain in the aircraft manufacturing business after the war ends, but no one today can predict the extent of the post-war aircraft manufacturing business. The chief concern of aircraft manufacturers today is to build the airplanes we need to win the war. We have trained tens of thousands of people in the Dallas area to varying degrees of skill. We started here from scratch about three and one-half years ago with a nucleus of 70 experienced aircraft workers. Today we have many hundreds of times that many employees."

Mechanically-minded men will find jobs and careers open to them in the repair and servicing of airplanes. Few people realize the full possibilities. Private planes, like automobiles, need gas, oil, tires, cleaning, and insurance. Tire valves, light bulbs, and spark plugs often require replacement. Exhaust manifolds, fuel tanks and miscellaneous sheet metal parts repeatedly demand repair.

"And Dallas could and should become an important center for this type of business," T. C. Forrest, Jr., consulting engi-

neer, observed. "Even before the war Dallas had a good reputation as a place to get a dependable repair job. Such industry was developing around Love Field before the war. Planes were flown in from Alaska for servicing in Dallas."

The servicing of a plane will often be the forerunner of a sale. "An owner of a plane who comes regularly to a service station," Mr. Forrest believes, "may eventually buy a plane from the same source." And as Hart Bowman, aviation consultant, agreed: "We have better sales opportunities for aircraft because of sheer necessity. The need for long-distance travel over 'wide-open spaces' is greater here. A New Yorker may travel to Scranton or Schenectady. A Dallasite may fly to Denver or San Diego. In any event, disregarding long hops, we here ordinarily carry on our activities within a trading area of 500 miles. In the North and East it would approximate nearer a 50-mile or even a 20-mile radius, allowing the same circumstances.

What, then, are the prospects for private flying—for people to reach the distant corners quickly of their local trading areas in their own planes, or take a hop, skip or jump to Boston or Bombay, Manila or Moscow? One thing is clear: Civil aviation offers the biggest mass market available. True, automobile owners in 1939 aggregated some 27 millions. Motor boat owners totaled around 350,000. And by way of contrast, only 25,000 planes were privately owned. Here again in the Air Age, the past is no accurate indication of the future. Today we have an estimated 2,300,000 men engaged in military aviation. Tomorrow a large percentage of these air-minded men will want to utilize this training. In fact, as Mayor Rodgers revealed, "The government plans to provide vocational rehabilitation for returning soldiers along aeronautical engineering lines. We propose to offer our facilities to lead toward their reclamation."

Will the helicopters crowd the skies soon after the war? Perhaps not for at least five years, even ten years, as Igor Sikorsky cautioned. It is likewise correct that today's helicopters are more difficult to fly than airplanes. You cannot just get into a helicopter and fly it. None the less helicopters are definitely on the way! Who knows assuredly in which direction we are headed? Will we have a roadable plane that can both fly and travel highways, as William B. Stout, famous airplane designer, envisions? Will we have an amphibious plane we can fly to summer resorts and then skim the surface of the lake after we arrive there? Will to-

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morrow's family aerial runabout cost less than \$3,000 produced in mass volume as Allen Lockheed designed on his drawing board? Will W. J. Kaiser build a "plane so low in cost that grandpa can buy it, and so safe that grandma can fly it?"

What will happen when we simplify planes and the regulations surrounding their use, as we surely will? There is little doubt that the private planes of tomorrow will be much easier and safer to fly. Then visualize their countless commercial uses. Imagine salesmen encircling their territories in a fraction of their present time. Harland Bartholomew, master planner, predicted "one plane for each 50 families by 1960—one for every 30 in 1970." Mayor Rodgers foresees "one thousand private planes in the oil industry alone flying from Dallas within six months after the close of the war."

"No matter which way the wind blows," the mayor explained, "we will be ready. If helicopters capture the imagination we will have suitable helicopter facilities scattered in all sections of the city. One of these fields is now planned in the Trinity industrial area with an approach from the westside to the Union Station. Of course, the major airport in Oak Cliff will become a center for private planes, air schools, training and repair depots."

What, now, is the outlook for commercial air transport? The subject is truly fascinating. It involves routes and rates, airports and air policies. "Because international passenger travel and a large and growing air cargo will move by air," Ernest L. Tutt told Exchange Club members, "Dallas has a wonderful opportunity to become a great international airport city."

A quick glance at the aerial global map will quickly reveal the strategic location of this city. Dallas is the hub of innumerable routes leading north, east, south, and west. "That is where we have the edge on coastal cities," Hart Bowman observed: "Los Angeles is practically on a one-way line. Chicago will do a bigger business with Canada than Dallas. But we should pass Chicago with our development of Texan-Mexican trade. This should exceed Chicago's Canadian." And as for volume of passenger traffic, Mayor Rodgers asserted: "Dallas by actual count has proven to be the most air-minded city in the United States based on patronage of air passenger service and mail."

Under such circumstances, Dallas will become the vital aviation crossroads center it anticipates. Proposed routes traversing the seven seas have already been widely publicized in the daily press. They

Mercantile National Bank Plans Capital Increase

A proposal to increase the capital structure of the Mercantile National Bank of Dallas by \$1,500,000, by issuance of 50,000 shares of stock (\$20 par) at \$30 a share on the basis of one share of new stock for every two and one-half shares of old stock outstanding, has been approved by directors and is subject to ratification by shareholders. When approved by the Comptroller of the Currency, the new capital will be allocated as follows: \$1,000,000 to the capital account, bringing the stock total to \$3,500,000, and \$500,000 to surplus, making surplus and undivided profits \$3,686,986.75.

will, therefore, be reviewed here briefly. But perhaps one of the most striking has been only casually considered. Mr. Forrest graphically pointed out an unique opportunity.

"Some city in the west central portion of the United States is on the logical route for through service on a direct flight from Calcutta, following an overland route, to Buenos Aires. Why not Dallas? Here is how the route would shape up: Calcutta, Chunking, Peiping, Nome, Seattle, Dallas, Mexico City, Panama,

Rio de Janeiro. This is the shortest, fastest route covering these points. Notice that it omits Europe altogether."

The present pioneering of new, aerial sky lanes offers untold opportunities. "Why funnel, for instance, through Chicago when the ultimate destination is South America? Why not via Dallas?" Mr. Forrest asked. Already American Airlines operates east and west from Dallas its well-known southern transcontinental route serving major cities from Boston, New York, and Washington to Los Angeles. This company operates also from Dallas south to Monterrey and to Mexico City and north to Chicago.

American Airlines appears headed toward gigantic growth. Jack A. Tompkins, southern traffic manager, commented: "On January 1, 1944, the company was operating over 8,454 miles reaching from Mexico City to Toronto, Canada. Last year we applied for 68,678 more miles of domestic routes and for 4,385 miles of foreign routes. In March, 1944, we requested purchase of American Export Airlines. The Civil Aeronautics Board's approval of this proposal would give Dallas direct air service to Europe and Africa. Then it would be just as easy for Dallas business men to transact business in Lisbon or London as it now is in New York. . . . As a result of the new combination of domestic and foreign

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DALLAS, TEXAS

routes, American would become dominant."

Braniff Airways, Inc., is likewise fast-moving and fast-growing. The company has extended its domestic route to about 3,100 miles. Its main route from Chicago encompasses Kansas City, Wichita, Oklahoma City, and then reaches to Dallas, Fort Worth, Houston, Galveston, Corpus Christi, Brownsville, Austin and San Antonio. Until lately the company tied-in its schedules with Pan-American for transport to Mexico, Central and South America at Brownsville and with C.M.A. at Laredo for Mexican destinations.

Recently Braniff applied to the Civil Aeronautics Board for permit to acquire Aerovias Braniff. T. E. Braniff is president of this Mexican airline with permits totalling more than 4,600 miles of air routes in Mexico. Aerovias Braniff will provide direct air service between Dallas and Mexico. It will penetrate the interior jungles to Yucatan where no railroad or highway travel is now possible. The company will also operate as far south in Mexico to Tapachula on the border of Guatemala. Its service will connect most of the principal cities of Mexico.

Dallas, with the operational and administrative activities centered here, has seen Braniff expand to become the fifth largest domestic air carrier. Dallas has been designated as the American terminal on the Braniff application now before the Civil Aeronautics Board to serve Europe directly from the Southwest. The airline now has applications not only to

Honored by Pope Pius



T. E. Braniff of Dallas, president of Braniff Airways, is the recipient of the highest honor that can be bestowed upon a Catholic layman. He has been made a Knight Commander of the Order of St. Gregory the Great by Pope Pius XII, the first North Texan, it is believed by Catholic leaders, ever to be accorded such honor from Rome.

20 capitals in South America and to the Caribbean Islands but to nine European capitals. Dallas will thus become an international crossroad on this line to Lon-

don, Paris, Stockholm, as well as to leading South American cities. The schedule shapes up tentatively: Dallas to London, 25 hours; Lisbon, 20¼ hours; Rio de Janeiro, 26½ hours; and Havana, 5½ hours.


Braniff traffic executives state: "We think the future of air transportation breaks itself down to four types: First, international transportation; second, trunk lines connecting major cities with a few intermediate stops; third, local service embracing some 250 cities in the country, with stops at communities of between 10,000 and 25,000 average population; and four, trade area lines providing service from towns within the trading area of each community."

Trade area service, it was explained, "would provide passenger, mail, express and possible cargo service within certain trade areas. It would contrast with the feeder type line as, for instance, to Kansas City, stopping every fifty miles en route." The belief was expressed that it is more economically sound to have a clover-leaf area or trade area line that unites each town within that area. Incidentally, it would provide connections to the trunk line carriers of the country at the trade centers. The citizens of Denton, for example, would have available round trip service daily to Dallas, Fort Worth, and neighboring towns. At Dallas or Fort Worth, they could connect with Braniff, American Airlines, or Delta for trunk line service to the entire country.

Volume of traffic will largely determine rates on various routes. This will, of course, include feeder lines. Delta Air Lines now maintains daily service from Dallas to New Orleans, Baton Rouge, Alexandria, and Shreveport. The line is a forerunner of a network of feeder lines that will extend passenger and freight service from cities to small towns and villages.

Here are several examples: Sunshine Air Lines of Amarillo has filed an application with the Civil Aeronautics Board to operate a feeder line serving more than 100 cities in Texas and Oklahoma. "Some 40 or 50 bus lines including our own have filed applications," B. W. Kittrell, vice president of Dixie Motor Coach Corporation, pointed out. "We plan to begin with one or two planes in each direction daily. This service would supplement, not replace, our existing bus service to Oklahoma City, Tulsa, Little Rock, Fort Worth, Shreveport and Jacksonville. Rates would be low enough for the average person."

The future outlook for airline rates has been widely discussed. William A. Bur-




Box Pop:

"Did you get that man's number?" a traffic officer asked another policeman.

"No, he was going too fast but, say, that was a fine looking gal in the car."

"Wasn't she!"



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den of the United States Department of Commerce considers the status of very short haul traffic as one too difficult to forecast. But he foresees the travel of some 20 million passengers a year—five times the 1941 level, or 70 per cent of pre-war Pullman travel. "Passenger fares can be cut perhaps as much as 30 per cent below present Pullman fares," he declared in the New York Times. He looks forward to "the delivery of all first-class mail by air that can be accelerated by sending it by air."

Mr. Burden sees air express rates "reduced to one-quarter of the present tariffs although they will still be at least 50 per cent higher than present rail express rates. Progress will be slower, because the lowest rates that we can conservatively forecast—15 to 20 cents per ton mile—will be 15 to 20 times as high as carload-lot freight rates. At the end of our first decade we may see 70 per cent of the present rail express volume moving by air. . . . In the international field overnight service to Europe will be a reality at rates slightly below present first-class steamship rates."

The establishment of any rate structure would find Dallas very flexible in any routing. Shipments originating here

could leave Dallas between 9 a.m. and 10:30 p.m. and arrive in New York the next morning. There would be many alternative routes: Dallas to Kansas City on Braniff and then to New York by Transcontinental and Western; to Atlanta on Delta Airlines and then on Eastern Air Lines to New York; to Chicago by American Airlines or Braniff, and then to New York on one of many lines. In any event, it is not necessary for long-haul shipments to make speed. Most cargo planes traveling at night at 150 miles an hour or less will arrive at their destination in due time, and at a lower operating cost.

Traffic executives of Braniff visualize some planes in domestic service that will carry passengers exclusively over major trading and local area. "Of course, others will carry cargo," they assert. "Still others will carry only mail, parcel post, and light cargo that can be picked up without even landing a plane. . . . There will be express planes and limited service planes as at present on railroad lines. . . . As for the trend in rates, passenger rates in 1928 averaged ten to twelve cents per mile. In 1944, they are slightly in excess of five cents a mile."

Probably the early post-war period will

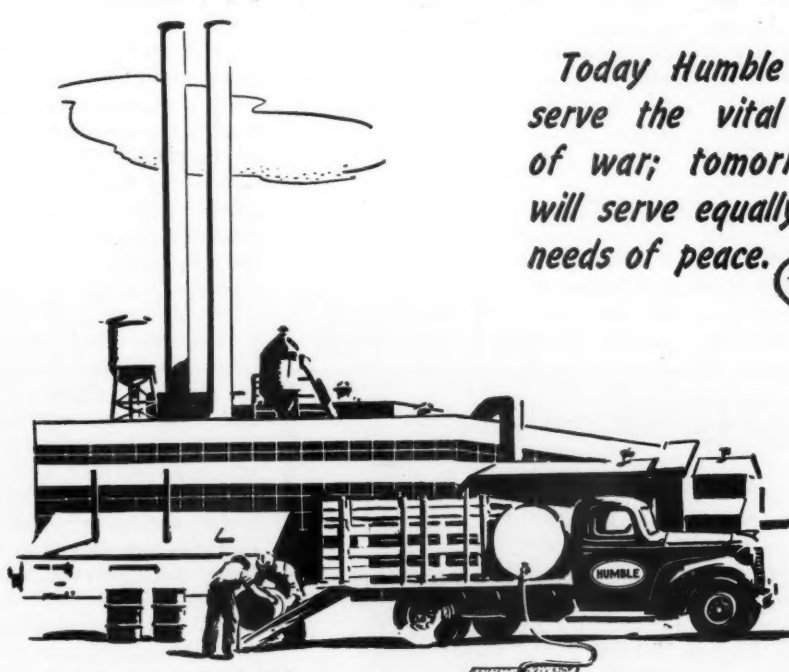
see rates lowered to four cents per mile. Braniff officials believe that larger four-engined equipment, then available, will make this reduction possible if future operating experience reinforces present manufacturers' estimates. Air cargo, transported from air-dock to air-dock, they feel, may provide carriage considerably under air express rates.

Numerous circumstances affecting fabrication and operation of planes will spiral rates downward. All sorts of predictions fill the air as to how, when, and why. At one extreme is the forecast that "airplanes will carry 1,000 passengers at more than 500 miles an hour, with 32,000 horse-power in contrast to the present 8,000 horse-power of the Flying Fortress, and at sharply reduced rates." Actually a leading aircraft manufacturer has completed a "mock-up" (a wooden experimental model) of a 400-passenger ship for transoceanic travel. At least two other large manufacturers have blueprints for 150 passenger super-liners.

"American Airlines is now studying all types of projected post-war equipment," Mr. Tompkins disclosed. "It looks as if new ships available after the war will carry between 60 and 150 passengers at a speed of approximately 300 miles an

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hour in contrast to today's 180. Improvement in design and motors brought about by the war makes such ships a reality soon."

Tomorrow's planes will possibly include the flying wing and expulsion-propelled type of aircraft. Pressurized cabins will allow high-speed flying at economical levels. Now there is no blind flying in civilian aviation. But there will be after the war. Radar, the miracle-working electronic development, will be extensively used. Planes will have improved means of gauging height and type of terrain below without sight of land. Planes will enter airports when conditions are ceiling zero—at a time no unaided human eye can see the ground.

Mechanical accessories used in handling planes at loading stations will be simplified and standardized. These include air conditioners, baggage carts, electrical equipment, and gasoline trucks. There are many other possible innovations to increase efficiency and lower costs. For instance, higher octane fuels will lower fuel consumption. The result would be less fuel weight per trip.

"Fuel is the largest item of disposal load, and thus such a reduction means lower operating costs, assuming that cost of higher-octane fuels does not go out of bounds," Harold V. Coes wrote in "Mechanical Engineering."

And on the sea, will floating seadromes cut down costs by storing fuel so that larger loads may be carried? Actually Pennsylvania-Central Airlines has filed application with the Civil Aeronautics Board "for permission to build and use three steel seadromes spaced at 800-mile intervals across the Atlantic." These giant, floating airfields would resemble spacious aircraft carriers. They would not pitch or roll. Underwater floats would extend below the surface for 160 feet. The deck would tower 70 feet above the water.

Do such current predictions seem over-

Re-Elected by Retailers



L. N. Bromberg of E. M. Kahn & Company was continued as president of the Dallas Retail Merchants' Association, a division of the Dallas Chamber of Commerce, when the organization's directors met in April to select officers for the ensuing year. Other officers were also re-elected as follows: Fred C. Marth of A. Harris & Company, vice president; L. E. Askew of the Askew Company, treasurer; and R. C. Dolbin, executive secretary.

Myron Everts of Arthur A. Everts Company, Harold L. Volk of Volk Brothers Company and J. O. Yeargan of Fakes Furniture Company were selected as representatives from the Dallas retailers to the Chamber's Post-War Planning Committee.

optimistic? Of course, some of them are. But as Mr. Tompkins remarked: "These forecasts are reminiscent of those made concerning automobiles before the close of the last war. Predictions then were regarded as greatly in excess of coming

realities. Yet five years after World War I, the so-called fantastic forecasts were doubly exceeded. The same will be true of the airplane. Look at the mightiest of them all—the air freighters of the future and their amazing capacity and performance."

Do you recall the history-making event when the giant 75-ton Mars made its initial flight over 2,000 miles from San Francisco to Hawaii in 13 hours and 27 minutes with 35 people and a cargo of 13,860 pounds? "It is an established fact," the Glenn L. Martin Co. reported, "that this flying boat can carry 20 tons of cargo to the farthest spot on earth in five days or less. . . . Already 20 sister-ships of the Mars are now under construction for the United States Navy."

And what next? Who knows the airplane's ultimate capacity? Will skytrains carrying huge quantities of freight revolutionize commerce? The glider-train comprising a tow-plane and three or more gliders has successfully made its initial bow. It is now used exclusively for army operations. But tomorrow glider trains may carry three or more tons of goods over vast expanses quickly and economically.

What can be shipped by air? "Imagine plane loads of orchids imported from Mexico," Mr. Forrest suggested, "flown in to sell here for one dollar apiece. Rare, tropical fruits loaded without refrigeration, unnecessary at cool, high-altitude levels!"

Melvin D. Miller, cargo traffic manager of American Airlines, stated: "At least 10 per cent of railroad freight could legitimately move by air. Items include fruits and vegetables, poultry, eggs, butter and cheese, processed meats, canned foods, automotive, aircraft and other machinery parts, clothing, vegetable oils, and manufactured tobacco products. Also medicines, newsreels, newsprint, magazines, where the time element is vital."

"Of course, certain products," Mr. Miller said, "will continue to go by surface transportation. These commodities include ores, lumber, oil, cotton and grain. Short haul tonnage likewise cannot move economically by air. In fact, we do not expect certain products will ever be carried by air—those products which make up the largest volume and bring in the largest revenue to the railroad and shipping lanes."

The growth of cargo and passenger travel depends a great deal on our system of airports and further improvement of radio aids to navigation and systems of traffic control, it has been asserted. Sound airport planning must be accompanied

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by and integrated with plans for highway development, ground transportation, and other related problems. Therefore, planning for the aviation future of any city must be part and parcel of the total job of city planning.

These are exactly the views of Mayor Rodgers. And he has illustrated them effectively in connection with the proposed system of 21 airports in the master plan for a greater Dallas. "It is the purpose of the city to take the initiative and set a pattern with the development of a giant super-airport, a second major field, and with a field for helicopters," the mayor stressed. "Private enterprise is our primary interest. It will carry the ball in developing the remaining 21 air fields toward our goal of making Dallas the air capital of the nation an accomplished fact."

As is well known, Love Field is scheduled to become a super airport. This airport connecting with Hines Boulevard would be only a ten-minute drive from the heart of Dallas. Mayor Rodgers "envisions Love Field as a vast industrial airport and modification center for plane manufacturing, with repair depots, and sales and showrooms for allied industries.

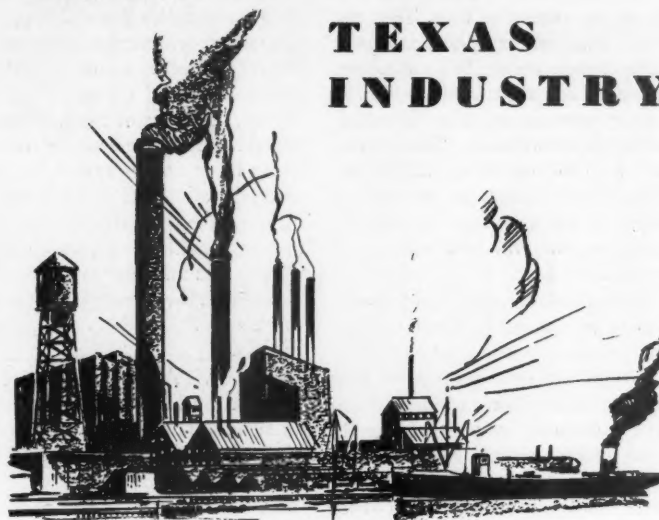
"At the moment," the mayor continued, "Love Field is under partial lease to the Army. The War Department has paved with concrete the runways to a length of 5,200 feet at a cost of about \$3,000,000 including taxi strips and parking areas. The city has purchased the land in each instance for the expansion of runways. It is now clearing the ground at each end of these runways, at an expense of \$1,000,000, a distance of 1,000 feet at ground level. The War Department has under consideration the advisability of extending some runways to 6,000 and others to 7,000 feet. We've agreed to go along with them."

The mayor then reviewed the Lake June site. "This site, about eight miles southeast of Dallas, is destined to become the principal airport and to accommodate the largest air passenger and cargo ships in the world," he said. "Eventually the project will involve about \$15,000,000 and will serve transcontinental and international traffic. It will comprise some 5,300 acres at most. Some 500 acres will constitute the first unit in its development. Already the Civil Aeronautics Board has approved the site. The need is imperative. Dallas County now has no airport where airplanes can land in rainy weather without alighting in the mud."

The future of aviation hinges also on the national air policies that will be adopted at the end of hostilities. Who

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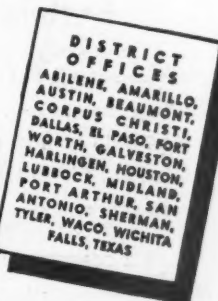
By selling direct instead of through agents and brokers, by handling claims promptly, and by reducing the number and severity of accidents through safety engineering, the Association has been able to save employers of labor in Texas more than thirteen million dollars. These savings, which are returned to policyholders in the form of dividends, amounted to \$1,854,000 in 1943 alone. Are YOU enjoying this 3 POINT SERVICE?

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will rule the air? Does each nation own the skies overhead? It seems now as if the United States, Great Britain, and Soviet Russia will be largely responsible. The British are apprehensive now. They see India and China in the path of projected American development and influence. They believe they are losing the air, so far as peacetime expansion is concerned. Our policy is traditionally "freedom of the air." We feel that all the United Nations should have untrammelled access to the skyways. We welcome international competition among national airlines in the international field.

The current controversy and uncertainty concern primarily the nature of this competition. Is competition among a few lines of various flags preferable to that among many lines from any one country? European countries favor the former since their airlines are under government ownership and control. The seventeen major domestic airlines of the United States oppose this policy. They insist on free competition.

Domestic airlines also pose many domestic problems. Mr. Tompkins indicated the trend when he quoted this passage from American Airlines' 1943 annual report: "The United States domestic air-

lines are now certificated to serve 365 points in the continental United States, over 50,643 miles of route. At October 31, 1943, there were pending before the Civil Aeronautics Board 348 applications proposing air service over more than 500,000 miles of route to 3,631 United States cities and towns not now having air service. Many of the applications proposed service over routes directly paralleling those now operated by your company. If all pending applications were granted, the domestic air transportation system would be expanded ten times. Total route mileage would be more than twice the miles operated by either class one steam railroads or common carriers by bus."

The Civil Aeronautics Board, then, is charged by law with the important task of sifting applications that are most consistent with the progress of air transportation. Where, in the final analysis, is aviation headed? It has been said that "the day is swiftly approaching when improved transportation will create more travel than ever existed before."

In line with this report, John H. Frederick, professor of transportation at the University of Texas, predicted: "Within two years after victory, domestic airline passenger traffic will be at least five times that of 1940. Overseas airline traffic is expected to absorb about 30 per cent of first-class travel."

American Airlines heartily agrees. As Mr. Tompkins commented: "Mr. Willkie found that there are no distant points in the world any longer. He flew around the world in six days and six hours flying time. He learned how close the myriad millions of human beings are to one another. . . . Think of the coming thrills with only a two-week vacation: going to bed in New York, waking up in London—spending less than a week in the air!"

Mr. Tompkins emphasized that untold thousands of people have never seen their native United States. "They are intensely interested in such vacation playgrounds as one finds in Texas, Arizona and California," he said. "Don't you think these people would like to visit real dude ranches in the Southwest? Even in our own community many vacationists would relish the idea of getting away from the atmosphere of Dallas skyscrapers down to the Gulf to a summer cottage some 400 miles distant in less than two

hours. . . . And during the football season, think of leaving Saturday morning to see an exciting game at a bowl some 700 miles away. The need for students to cut classes would no longer exist."

What is the city's future in aviation? Here is the answer. "Where the air routes cross is the market for tomorrow." Mayor Rodgers, realizing fully this fact, plans to apply to have Dallas declared a free trading area to Mexico, Central America, and South America. "Today the only one in the United States is New York," the mayor explained. "With a free port all foreign countries could send their samples here and would not be subject to customs duties unless and until they were sold, were sent here in quantity, and could be distributed here in broken lots."

"The goods would have the same status as in the home country until they were sold. The purpose would be to promote trade and tear down customs barriers. The effect would be to make Dallas an even greater wholesale distribution center," the mayor concluded. "We also propose to apply for a port of entry to Mexico, Central and South America. We would have a customs office here to accommodate travelers and expedite cargo shipments before they cross the border—and save time."

American Airlines, Mr. Tompkins revealed, expects to shorten its current six-hour flight from Dallas to Mexico City possibly to four hours. Its route puts Mexico City within easy reach as another year-round vacation land for North Americans who will wish to enjoy the picturesque sights and scenes. Dallas is the gateway to unprecedented recreational and commercial opportunities involving our nearest neighbor to the South.

This is only one straw in the wind pointing toward tomorrow's opportunities with wings. It was only 1903 when the Wright Brothers flew a crude biplane without a fuselage. Aviation is our youngest industry. Now a vaster, richer world is in the making. The airplane knows no boundaries or barriers. All world markets are becoming closer to us than were the inhabitants of American cities. Aviation is our most promising industry. And now aviation has become our most essential industry.

"Unless and until America is the most powerful nation in the air, our safety, our freedom and our standard of living will not again be what they have been in the past." In the air, America must be the first in the world. Dallas must be first in America.

EDITOR'S NOTE: Next month William S. Allen, Dallas advertising man and research consultant, continues his series of articles relating to post-war opportunities in Dallas with a discussion of insurance.



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Two-fisted jobs—the kind that have to be right and have to stand up in service—are the regular order of business at Southwest Airmotive. And doing tough jobs satisfactorily is the reason why many of America's most important planes are serviced and overhauled in Southwest's plant—why hundreds of engines of the air arms of our forces flow into the Southwest plant to be completely rebuilt—why the equipment and "know-how" necessary to do the job right is always on hand at Southwest Airmotive. We are proud of the part Southwest has played in keeping 'em flying for the armed forces and for essential civilian air travel. Your plane is the one place where the job must be done right—and the Southwest is the place it will be done right.



Southwest Airmotive Co.

LOVE FIELD • DALLAS, TEXAS

STATEMENT OF CONDITION

April 13, 1944

RESOURCES

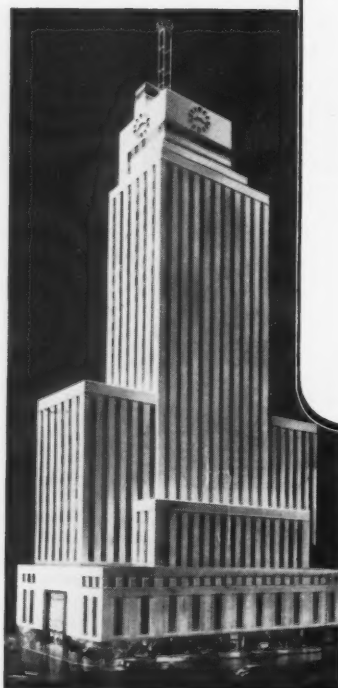
Cash and Due From Banks	\$29,900,856.08	
U. S. Government Securities	40,471,609.78	\$ 70,372,465.86
Stock in Federal Reserve Bank		150,000.00
Municipal and Industrial Bonds		2,029,134.64
Loans and Discounts		31,352,212.03
Vaults, Furniture and Fixtures		285,876.71
Bank Building		2,466,013.60
Other Assets		1.00
		<u>\$106,655,703.84</u>

LIABILITIES

Capital Stock	\$ 2,500,000.00
Surplus	2,500,000.00
Undivided Profits	726,523.45
Reserve for Taxes, Interest, etc.	237,718.99

DEPOSITS:

Individual	\$61,941,470.21	
Banks and Bankers	29,960,987.54	
U. S. Government	8,789,003.65	
Total Deposits		100,691,461.40
		<u>\$106,655,703.84</u>



A Big Friendly Progressive Bank

MERCANTILE NATIONAL BANK

AT DALLAS

• MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

